



**Age UK fundraising**  
Join our team



## Hello and thank you for considering a career at Age UK.



Thank you for considering this role at Age UK. Fundraising is the life-blood of everything we're doing to build a world where every older person feels valued and included. As we embark on a new, ambitious five year strategy we need talented, passionate colleagues to join

our award-winning fundraising team to help make this happen.

Millions of older people face intolerable hardships and inequalities: poverty, isolation, lack of dignity and support in our struggling health and care system. There is an urgent need for Age UK to do even more to tackle this.

As such we're ambitious to grow our income by taking the stories of older people to new audiences, bringing more supporters to our cause, and deepening the relationships we already have with our loyal, passionate donors. Our whole organisation is behind this vision – from our Board of Trustees to staff and volunteers across our services, marketing and influencing teams and retail network.

You may be familiar with some of our fundraising already. Our Christmas campaign shines on light on loneliness at a time for year that is particularly difficult for older people. Our Spread the Warmth campaign integrates fundraising messages with advice and support for older people during the colder winter months. Our Big Knit partnership with innocent has been running for over 20 years: winning numerous marketing and charity

awards. And we were delighted this year to launch our new three year partnership with home retailer Dunelm: aiming to raise £2 million to build communities that feel like home for older people. We're also proud of the high-value grants we secure from trusts, foundations and bodies such as the National Lottery and Sport England and our flourishing Legacies Fundraising programme comprising thousands of kind individuals who remember Age UK in their wills.

In this pack you'll find more information about our cause and hear from other colleagues in our Fundraising team. I've been at this amazing charity 12 years: what inspires me every day is the collaborative spirit across teams, the expertise and determination of colleagues and the measurable difference our fundraising has on the lives of vulnerable and overlooked older people locally, nationally and internationally.

Our team is ambitious. We're driven by insight and what our supporters tell us, as well as amplifying the authentic voices and needs of the older people we serve. We're also good fun to work with!

I hope you will consider bringing your expertise and passion to help Age UK build a better world for older people.

Thank you,

*Hannorah Lee*

**Interim Fundraising  
and Engagement Director**

# Age UK is the national charity for older people.

Our mission is simple – to be here for older people who need our help the most.

Right now, millions of people in later life are facing some of the toughest challenges imaginable:

- Over 2 million older people were already living below the poverty line before the current cost of living crisis, struggling to afford the basics such as adequate food and heating.
- 1.6million older people are going without the care they need
- 1.2 million older people often feel lonely, and rely on the TV or radio just to hear another voice.

Sadly, all too often older people have to face these issues and more all alone with no help. 225,000 older people often go a week without talking to anyone.

**That's why Age UK exists. We are here when older people need us.**

Our free national advice line is open every day of the year. Our 130+ local Age UKs provide frontline friendship and practical services in the heart of communities everywhere. Through our campaigning we stand up for the most vulnerable older people in our society.

Together with our local Age UKs, we helped over 7 million people last year.

But there's so many more older people who desperately need our help. We can only be here for every older person who needs us if we act together with others.

We rely on the generosity of hundreds of thousands of supporters. Those who choose to donate to us, fundraise for us, or remember us in their wills. Our corporate partners, trusts, foundations and public sector bodies, and the staff who work for them, as well as the skills and expertise they provide in kind.



**We  
campaign  
and research**



**We provide  
information  
and advice**



**We transform  
health and  
care services**



**We deliver  
wellbeing  
programmes**



**We support  
the Age UK  
network**



**We work  
internationally**

A close-up portrait of an elderly man with a full white beard and mustache, smiling warmly. He has white hair and is wearing a blue and white checkered shirt. The background is a soft, out-of-focus blue.

**“Age UK has been  
there for me in so  
many ways, I can’t  
begin to tell you the  
difference this has  
made to my life.”**

**-Colin**

## **Colin is why we do what we do.**

**“Nothing can prepare you for losing the love of your life. Or the terrible loneliness and feelings of complete emptiness that follow. When my beautiful wife Joan Ann died from cancer after 25 wonderful years together, in a cruel instant, I went from two to one.**

**My gorgeous wife had gone, but I would have given anything just to hold her hand and look into her eyes again.**

**That first Christmas on my own was a particularly difficult time. Everyone else seemed to be enjoying the festivities, but it made me feel even more alone and an outsider.**

**It was Age UK that became my lifeline. Just having someone to talk to can make a world of difference**

**I first called Age UK’s advice line for some advice about money. They were so helpful and caring and must have sensed that I was lonely and needed**

**someone to talk to. So they told me about the charity’s Call in Time befriending service too. I was paired with a lady who calls me every week. We get on so well, she’s like another daughter to me. It made me feel like there’s light at the end of the tunnel.**

**Age UK has been there for me in so many ways, I can’t begin to tell you the difference this has made to my life.**

**As I know only too well, when you are just one, having the advice line and also someone to chat to about anything and everything, can be a lifesaver when they might otherwise feel at their loneliest and most desperate.”**

Colin describes his befriender as his second daughter and ‘light at the end of the tunnel’. Their weekly conversations have also inspired Colin to start a counselling course, to help other people in similar circumstances who might also be struggling.

## Our fundraising

Age UK is powered by the funds we raise. We're bold about asking for support. We innovate to reach our target audiences. We partner with organisations who share our vision and brands that can help tell our story. We build deep, long-term relationships with our supporters because it's only thanks to them that we can be here for older people.

Some of our proudest achievements include...

# No One Should Have No One To Turn To

Our award-winning 'No One' campaign is an integrated above and below the line collaboration of colleagues across Fundraising, Brand, PR, Campaigning and our front line teams.

The campaign raises awareness of the challenges getting older can bring, such as coming to terms with a bereavement or becoming a carer for a loved one, and calls on the public to donate to help Age UK be there for the older people who need them.

Annually the campaign raises over £750,000 and provides long term support for older people as thousands of supporters set up regular gifts and text-to-donate. Through partnerships we bring the issue of loneliness front of mind across the UK – we've collaborated with well known and loved brands such as John Lewis with 'The Man on the Moon' Christmas TV advertisement.



ageUK

Help us be there for more people like Albert.

**Text ALONE to 70533 to donate £5.**

By texting ALONE to 70533 you are agreeing to us contacting you by SMS to tell you more about our work and how you can support it. Text ALONE to 70533 to give £5 to Age UK and receive no further marketing.

Age UK provides a range of services and your gift will go wherever the need is the greatest. You will be charged 05 plus one message at your standard network rate. 10p users only. Age UK receives 100% of your donation. Age UK, 10th House, 1-15, Tavistock Square, London WC1H 9NA. Regd charity number 1126257. Company number 452746. © Age UK Group and/or its National Partners (Age UK, Age Scotland and Age Cymru) 2019. All Rights Reserved.

## Our fundraising

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## Donate Your Words

Our award-winning cause related marketing partnership with Cadbury Dairy Milk helped to shine a light on the devastating effects of loneliness on older people and raised over £300,000 to fund Age UK's vital friendship and support services.

To highlight the fact that 225,000 older people often go a whole week without speaking to anyone, Cadbury created a limited-edition Dairy Milk bar, removing all the words and 'donating' them to Age UK. The charity received 30p from the sale of each bar. The campaign also encouraged the public to take action to end loneliness by donating their words and acts of kindness - more than 460,000 people pledged their support.



## The innocent Big Knit

One of the most iconic corporate partnerships in the charity sector, The innocent Big Knit has been running since 2003 and has raised millions of pounds. This surprising collaboration between Age UK and innocent drinks has inspired thousands of people of all ages to knit tiny woolly hats for smoothie bottles. Every be-hatted smoothie sold raises 25p to help Age UK be there for older people through our local and national work.

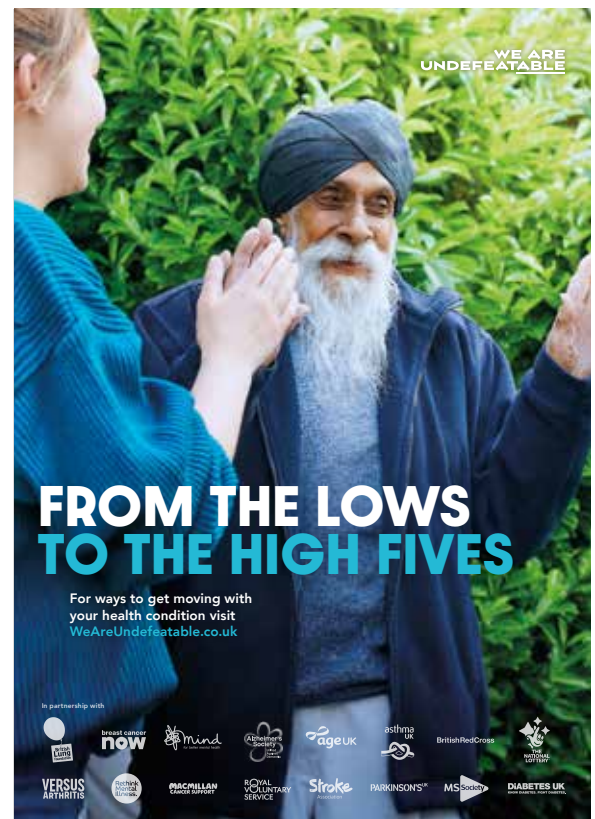
Each tiny hat is unique and knitted by hand. Designs range from the beautiful to the bizarre. Even after almost 20 years this campaign feels as fresh as fresh-fruit smoothie and brings new supporters to Age UK.



## Our Sport England partnership

We've secured a number of high value partnerships with large strategic funders from The Big Lottery to the Ministry of Defence to utility companies and banks. Our partners share our ambition to provide direct, practical support to older people most in need.

Through a multi-million pound partnership with 14 health charities, funded by Sport England through the National Lottery Community Fund, we have recently led a ground-breaking national behaviour change campaign called We Are Undefeatable to inspire older people and those with long-term health conditions to get active. Through the strength of this collaboration, the campaign has reached millions of people in the UK through social media content, PR, national print, outdoor and broadcast advertising.



## Our fundraising

## Age UK Lottery and Raffles

Age UK has one of the largest charity lotteries in the sector, it's a significant and reliable source of funding for Age UK, raising c£11 million per annum. We are the only charity lottery in the sector that runs two draws per week - one on Friday and one on Tuesday.

Our quarterly Superdraws and Raffles give players the chance to win the largest prize fund in the charity market, with a total prize pool of £75,000. We market the Lottery across a range of marketing channels and the team are always looking for new ways to promote the product as a win-win way to support Age UK.

## Legacy Giving

Thanks to the generosity of our supporters, Legacies are the biggest single source of voluntary income for Age UK. Our marketing and management teams work closely together to ensure that we continue to receive gifts in wills, into the future.

Our marketing programme works across multiple channels and takes a bold approach to innovation and are always testing new ways to engage our supporters; prospective and existing. Our management team looks to operate at the forefront of the sector and provide the best experience for legal professionals and lay executors working with Age UK.

## What's it like to work at Age UK?

### What do you love about working here?



I enjoy working in Fundraising because I get to work closely with people who are passionate about their work. The team is really inspired by the difference Age UK makes to the lives of older people. This motivates everyone to continually try new ideas and improve our performance. Everybody brings such great experience and expertise to their roles. I love that I have the opportunity to work with people across all the different Fundraising Teams and support them to achieve their ambitious plans.

**Katherine, Fundraising Planning and Performance**

### Why would you recommend working for Age UK?



Working for Age UK allows you to take great pride in the Charity and the wider organisation in all the vital work that Age UK does up and down the country. It allows you to be part of a team effort to improve the lives of older people, and gives a platform for older people to raise their concerns and worries and how Age UK can help to address these. Age UK provides a truly collaborative environment to work in, that really allows you to be making a contribution to creating a better society. No two days are ever the same!

**Will, Lotteries and Raffle**

## What's it like to work at Age UK?

### What's your job?



I'm the Special Projects Marketing Manager in the Individual Marketing team, meaning I get to work on loads of different, exciting projects across lots of teams both in and out of fundraising.

### What do I love about working here?

I love how varied my role is, and the friendly, hardworking team I get to work in.

**Ruby, Individual Marketing**

### What do you love about working here?



Working for Age UK has been the most gratifying & rewarding experience of my career to date.

As a carer myself, it has been an absolute joy working with so many talented and ingenious people, collectively striving to ensure that older people continue to have access to the support & essential services they need.

I currently work across two teams within Age UK's Philanthropy Department – the Corporate & Major Donor Teams - & I love the fact that no two days are ever the same.

Furthermore, having started my Age UK career within their Supporter Care Department, I can testify that there are plenty of opportunities to develop and progress within the organisation!

**Hassan, Fundraising**

## Age UK is a great place to work because...

We are committed to supporting staff and creating an environment where all colleagues feel empowered and working to their potential. Our **My Time** programme enables our employees to take ownership and map out their personal development journey through six core programmes.

Age UK recognises that every person has different needs, preferences and abilities and we strive to reflect this diversity in everything we do. This includes being accessible to people from all sectors of the community, attracting and retaining a diverse workforce and making our services and products inclusive. By positively valuing these differences and harnessing different life experiences, attributes and contributions Age UK will be a better place to work'



### We are driven by our values

When we work with older people, each other and our stakeholders, our ambition is that:

**We are focused** on what has the most impact on older people.

**We act together** to get things done and achieve more.

**We are bold**, unafraid to stand up and do what's right.

## What's it like to work at Age UK?

## What we offer you

At Age UK, we're a team. And that means we look after each other. We offer a range of benefits to help you take care of your health, plan for retirement and maintain a great work-life balance.

### Money and pension

- A competitive salary.
- A great pension where we contribute 8%.
- Generous life assurance up to 4 times your annual salary.
- Season ticket loans to help to cover the costs of your commute.
- Paid carers leave for those with caring responsibilities.
- The option to support your favourite charities through payroll giving.

### Working culture

- Hybrid and flexible working.
- Fantastic training and development opportunities.
- A welcoming, supportive workplace where we recognise a job well done.
- Part of a team making a real difference to older people's lives.
- Employee Recognition Scheme.

### Health and lifestyle

- Company sick pay.
- Bupa healthcare cash plan on optical treatments, dentistry plus much more.
- Help to get on your bike through our Cycle to Work scheme.
- Access to a brand new car with car leasing scheme Tusker.
- Great shopping discounts and rewards with BenefitHub.
- Discount on gym membership with HEKA.
- Techscheme - buy any tech from Currys PC World, up to £1000 and spread the cost over 12 months.
- Employee assistance programme offering both phone and face to face support.
- Staff discounts available on some Age Co products.
- Cushon – ISA savings

### Time off work

- Over 5 weeks holiday a year.
- The opportunity to buy more holiday days if you need them through our Annual Leave Purchase Scheme.

## How to apply

To apply for this role please use the apply button via the jobs page on our website. Submit your application and be sure to outline your interest and explain how you meet the criteria for the role.

All applications are managed by our Recruitment team. However, if you have any questions or would like an informal chat with the hiring manager we'd love to hear from you. Our Recruitment team can help to set this up, just drop them a line on [recruitment@ageuk.org.uk](mailto:recruitment@ageuk.org.uk)

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.



# Senior Supporter Experience Manager



Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

## The job, in a nutshell

This is a 12 month contract to continue the building of our Supporter Experience programme within the Public Fundraising team at Age UK. The role sits within the Strategy and Innovation team, and is focussed on working with the teams to increase supporter loyalty and retention, championing projects such as the Supporter Voice Programme, Cross sell as well as specific team supporter journeys and research projects. This is a relatively new area within the team, with a huge amount of potential for the right candidate to make a real difference in how our supporters experience Age UK.

## What you'll do for us

- To develop and take ownership of Age UK's Public Fundraising's over-arching supporter experience strategy.
- To manage a programme that builds long term relationships between Age UK and its supporters.
- To continue to build a supporter first culture and help deliver a great experience for our supporters.



"The strategy and innovation team is a really unique opportunity to be involved in so much of the work that our fundraising team is doing. Focussing in on how our supporters see and experience our work and get involved in what we do to help older people. Its great being able to work on such a variety of projects, with all different teams knowing that the work has a real impact both non our supporters and beneficiaries".

**Katy Ellis**

SENIOR SUPPORTER  
EXPERIENCE MANAGER

## Our values

### WE ARE BOLD

In doing what's right for older people - We are unafraid in standing up for older people and in seeking support for our work with them.

### WE ACT TOGETHER

With and for older people - We act as one team, collaborating to get things done.

### WE ARE FOCUSED

On what makes most impact for older people - We never forget that older people are at the heart of everything we do.

# Senior Supporter Experience Manager



- To continue to develop and embed a supporter centric approach to planning effective multi channel, multi product supporter journeys to grow loyalty, engagement and income.
- To use an audience and data insight driven approach to identifying moments that matter and key pain points to improve the supporter experience.
- To ensure that each touchpoint across the supporter experience is engaging, effective and reflects Age UK brand and values.
- To provide robust data led, testing strategies that enable cross-sell, upsell and ultimately improved lifetime value for Age UK.
- To introduce a consistent methodology to measure and report on the supporter experience programme.
- To continue the development of the voice of the supporter programme.

## Location

Hybrid

## People management

No

## Division

Fundraising

## Must haves:

- Experience in a supporter experience focussed role.
- Significant experience mapping and analysing multi-channel journeys.
- Experience working with data and insight teams to deliver journey and product portfolio analysis.
- Significant experience leading cross functional journey planning projects.
- Experience developing next best offer strategies.
- Experience supporting teams to continuously improve and optimise supporter journeys.
- Strong project management experience.
- Ability to manage multiple projects and stakeholders at once.
- Excellent understanding of developing and implementing a supporter experience programme.
- Strong time management skills with the ability to prioritise, be proactive and show initiative.



[ageuk.org.uk](https://ageuk.org.uk)

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.  
Registered charity number 1128267. Company number 6825798.

# Senior Supporter Experience Manager



## Great to have:

- Proven levels of data literacy to inform decision making and direct marketing testing strategies
- Strong influencing and negotiation skills.
- Ability to lead cross functional project groups and programs.
- Excellent presenting skills.
- Excellent analytical skills, with an ability to manage multiple data sources, identifying actionable insight.
- Ability to influence, negotiate and facilitate both internally and externally as necessary to secure progress towards goals.

## Knowledge and Experience

- Understanding of online and offline fundraising channels and how they can be used to target audiences.
- Understanding of creative content and the best channels for content devised with the audience in mind.

## Any other details:

- Committed to promoting equality and diversity.

## Location

Hybrid

## People management

No

## Division

Fundraising



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Age UK is a charity registered in England and Wales (charity number 1128267), our registered address is 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.

