



**Stewardship Manager
Recruitment Pack**

Stewardship Manager

Income Generation and Engagement

Contract: Full time, permanent
Hours: 35 hours per week (5 days a week, 9 am-5 pm)
Salary: £40,000 - £43,000
Location: Anchored to a Carers Trust office minimum 1 day a week (London, Glasgow, Cardiff)

Why this role is pivotal to Carers Trust



What a time to thinking about joining Carers Trust! High on the political agenda, Carers Trust is investing in diversifying its income and elevating its brand. With integrated high-profile campaigns being developed – you will benefit from a host of development opportunities that will empower you to progress in your career. Now is definitely the right time!

We are recruiting for a passionate and talented Stewardship Manager to transform the experiences of our supporters and capture the sense of a UK-wide movement for change.

This role would suit someone with great communications and organisational skills, who is bursting with energy and creativity, and unafraid to try new approaches. We foster an environment where it is ok to make mistakes. The Stewardship Manager post is key to Carers Trusts' success, supporting the development of a forward thinking and supporter-centric approach to fundraising.

In this role you will



The Stewardship Manager will be a key strategic leader within Carers Trust's Income Generation and Engagement Directorate who will create, implement and manage a comprehensive stewardship programme that illustrates to supporters the impact of their giving and involvement.

The Stewardship Manager will be responsible for ensuring an exceptional donor experience, fostering long-term relationships and maximizing the retention and growth of income from individuals, trusts, and corporate donors. Working closely with all of our donor leads, they will develop an overall stewardship vision and oversee the planning and implementation of our supporter relations programmes for each audience.

Alongside our Database Manager, the Stewardship Manager will also ensure compliance with regulations, full documentation of communications and relationship milestones, and create a robust monitoring architecture for evaluating and reporting progress.

Our ideal candidate



- Proven experience in donor stewardship, relationship management or customer experience in the charity or nonprofit sector
- Strong communication skills, with the ability to write and design engaging and persuasive content
- Excellent interpersonal skills, with the ability to build relationships at all levels
- Strategic thinking capacity, with experience designing and implementing stewardship plans
- Proficiency in using CRM systems for donor management and reporting
- Knowledge of fundraising principles and donor motivations
- Understanding of GDPR and its implications for donor communications
- High level organisational skills with strong attention to detail
- Empathy and a genuine commitment to the charity's mission
- A proactive approach to problem-solving, showcasing creative thinking
- Flexibility to attend occasional out of hours events and meetings

Main responsibilities (not an exhaustive list)



Donor Stewardship Strategy

- Design and implement a comprehensive stewardship strategy to ensure high-quality supporter engagement at all levels
- Develop segmented stewardship journeys for individual donors, corporate partners, and trusts to provide tailored communication and recognition
- Devise and execute to develop individual and corporate partner engagement beyond pure financial support
- Monitor and evaluate the success of stewardship initiatives, adapting strategies as needed

Relationship Management

- Build and maintain relationships with key supporters, ensuring regular and meaningful contact to strengthen connections
- Collaborate with fundraisers and exec colleagues to manage stewardship of major donors and corporate partnerships including personalised updates and acknowledgment
- Work closely with program teams to gather impactful stories and updates for donor communications

Communication and Recognition

- Lead on the creation of compelling stewardship materials, including impact reports, thank-you letters, and donor newsletters
- Organise donor recognition events and opportunities, such as site visits, webinars, or exclusive briefings
- Manage donor recognition on public platforms, such as the charity's website, reports, or events

Collaboration and Coordination

- Work closely with fundraising colleagues to align stewardship efforts with acquisition and income-generation goals
- Support the donor relationship leads in identifying opportunities for increasing donor lifetime value
- Collaborate with marketing and communications teams to ensure consistent and engaging messaging

Data and Reporting

- Maintain accurate and up-to-date donor records in the CRM system, ensuring compliance with data protection regulations
- Analyse donor behavior and feedback to inform stewardship improvements
- Prepare reports on stewardship activity, including metrics on donor retention, engagement, and satisfaction.

How to apply



Please apply by uploading your CV and a supporting statement detailing how you meet the criteria listed as our ideal candidate via the Carers Trust website as instructed.

For an informal conversation, requests for reasonable adjustments, or any questions about the role please contact recruitment@carers.org.

Application deadline: Sunday 19th January

Expected interview date: Late January

Commitment to diversity

We value a diverse and inclusive workplace and therefore strongly encourage applicants of all backgrounds to apply and join Carers Trust irrespective of age, disability, sex, gender identity, pregnancy, maternity, race (which includes colour, nationality and ethnic or national origins), sexual orientation, religion or belief, or because someone is married or in a civil partnership.

We want to ensure that our staff team is reflective of the communities that we serve and we therefore particularly welcome applications for this role from those from a global ethnic majority background. Carers Trust is committed to making our recruitment practices barrier-free and as inclusive as possible for everyone. This includes making adjustments or changes for people who have a disability or long-term health condition or caring responsibilities. If you need any reasonable adjustments for any part of the recruitment process for any reason please let us know, in confidence, to discuss these

Commitment to safeguarding

Carers Trust is committed to safeguarding the well-being of all service users, employees and volunteers who are involved in or affected by our work. All children and adults, regardless of age, disability, gender, racial heritage, religious belief, sexual orientation, or identity, have the right to equal protection from all types of harm or abuse and the right to be treated with respect and dignity. All employees and volunteers have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.

Safeguarding lead: Angharad Orchard