

Individual Role Profile

Title:	Stewardship Officer
Career Family:	Stewardship, Individual Giving
Grade:	E
Salary:	£29,849.40 - £35,493.06
Reports To (role):	Senior Stewardship Officer – Mid-value
Location:	Hybrid (5 days in office over 2 weeks)

Summary of Role

The Stewardship Officer sits within Centrepoint’s Stewardship Team in Individual Giving and Legacies (IGL). The IGL unit has grown significantly in recent years and is forecast to raise £24.7m in FY 2026/27. This role is core to the delivery of the IG Stewardship programme, supporting growth across Mid-value, Cash and Regular Giving audiences.

Working closely with the Senior Stewardship Officer – Mid-value, you will deliver a fundraising communications plan for Mid-value donors, who give an annualized value of £1,000-£5,000 - including targeted appeals, inspiring updates and impact reports, as well as supporter events and online webinars. You will support efforts to drive forward stewardship journeys to deepen engagement, build long-term relationships and increase lifetime value.

You will deliver supporter-centric, integrated communications and propositions that authentically reflect the experiences of young people in Centrepoint’s care. You’ll liaise with the Standard Value, Regular Giving, Acquisition and Legacy teams to ensure activity across the donor lifecycle is aligned, engaging and focused on improving loyalty.

As a creative, proactive direct marketer, you will be the day-to-day agency contact to deliver innovative, multi-channel campaigns that help achieve Centrepoint’s mission to end youth homelessness by 2037.

Key Results Areas/Success Measures

KR 1:	<p>Delivery of Direct Marketing Campaigns</p> <ul style="list-style-type: none"> • End-to-end delivery of fundraising DM campaigns (Mid-value cash appeals, welcome journeys, Cash-to-RG conversion, regular giving upgrade, newsletters, impact reports, etc.) across email, direct mail, telemarketing and digital channels. • Brief agency partners, sourcing a variety of content and assets, data selections, copy/script development, following the approvals process. • Print/production briefing, scheduling and proofing. • Brief Supporter Care and fulfilment agencies. • Post campaign analysis/reporting and monitoring expenditure. • Meet agreed KPIs, timelines and budgets for all activity.
Success Measure:	<p>Supporting the Senior Stewardship Officer – Mid-value to successfully deliver the Mid-value programme, ensuring that all campaigns are delivered on time, within budget and meeting agreed KPIs and income targets.</p>
KR 2:	<p>Budget Tracking for Individual Campaigns</p> <ul style="list-style-type: none"> • Track income and expenditure for each campaign, ensuring they remain within budget. • Process invoices on the Centrepoint finance system in a timely manner following the Finance guidelines. • Monitor expenditure against budget, reconciling quoted and invoiced costs and reporting on actual over/under- spend.
Success measure:	<p>Invoices processed in a timely manner. Campaigns delivered efficiently and within budget.</p>
KR 3:	<p>Reporting, Analysis & Evaluation</p> <ul style="list-style-type: none"> • Work with the Senior Stewardship Officer – Mid-value to ensure post-campaign analyses are delivered in a timely manner, interrogating the data to highlight key observations and making recommendations to input into future campaign strategy. • Adopt a test-and-learn approach with clear hypotheses and success criteria. • Use insight to refine journeys and inform future plans across the Mid-value programme.
Success Measure:	<p>Effective delivery of data selections, flows and evaluations for individual campaigns. With all insight gained, refining and improving performance of the Mid-value stewardship programme.</p>

KR 4:	Donor Stewardship <ul style="list-style-type: none"> • Deliver timely communications, especially thanking, to Mid-value donors to build long-term relationships, and to deepen understanding and motivations of their giving. • Deepen engagement and relationships with Mid-value donors while sending targeted and persuasive asks in line with Centrepoin’s strategy, including appeals and upgrade campaigns all undertaken in a bespoke way, in line with the needs of the audience.
Success Measure	Solid understanding of the Mid-value audience, including donor motivations and behaviour. Increase levels of Mid-value income, engagement and lifetime value.
KR 5:	Supporter Events <ul style="list-style-type: none"> • Coordinate and deliver high-quality supporter stewardship and cultivation events, both in-person and online. • Communicate and collaborate effectively with key event stakeholders, including suppliers, guest speakers, staff, volunteers, and supporters. • Manage event budgets. • Coordinate and deliver the supporter journey, including mail/email invitations, reminders, and pre and post event communications. • Ensure each event features a clear and compelling call to action. • Conduct post-event analysis and reporting.
Success Measure:	Well attended supporter events that provide excellent standards of supporter experience.

Other Tasks/Success Measures

Task 1:	Understanding and Knowledge of Sector Regulations including Data Protection & Consent
	<ul style="list-style-type: none"> • Implement Centrepoin policy on data protection. • Stay up-to-date with fundraising/data regulations (e.g., GDPR) to ensure all activities are compliant. • Understand safeguarding processes and compliance guidelines, ensuring appropriate handling of young people’s stories and content.

Task 2:	<p>Relationships and Cross-Team Working</p> <ul style="list-style-type: none"> • Collaborate across IG to understand and optimise interdependencies with Standard Value, Acquisition, Regular Giving and Legacies, so activity is aligned and supporter-centric • Contribute to team, directorate and wider organisational meetings, representing the Stewardship team as appropriate and sharing results and insight. • Build strong relationships with Partner agencies and Services/programme staff to develop authentic, engaging content for appeals. • Liaise with Supporter Care, Finance, Data & Insight, Communications, Campaigning, Brand, Policy & Research and other Fundraising teams to deliver campaigns.
Success Measure:	<p>Ensure the Individual Giving team meets its collective income targets.</p> <p>Partnership approach to agency relationships with joint accountability for success.</p> <p>Excellent, respectful relationships with peers and colleagues across the organisation.</p>
Task 3:	<p>Supporter Insight</p> <p>Working with the Supporter Care team to improve engagement and relationships. This includes thanking, complaints and general feedback.</p>
Success Measure:	<p>Championing of supporters and improved knowledge as to how best to engage them.</p>

Role Specification

Category	Essential	Desirable	Assessment
Knowledge and skills			
Excellent organisational skills with the ability to plan and manage a variety of projects and activities to tight deadlines	E		A, I, T
Excellent people skills, along with the ability to develop strong working relationships with external suppliers and internal departments	E		A, I
Excellent written and verbal communication skills, including the	E		A, I, T

ability to deliver write & critique engaging copy			
Excellent attention to detail, including proofreading skills and reviewing of creative to ensure maximum engagement	E		A, I, T
Excellent numerical skills and ability to analyse campaign results and highlight key learnings		D	A, I
IT literate – MS Office	E		A, I
Knowledge of relational databases (preferably Raiser’s Edge NXT), email broadcast systems, eg Dotdigital, the Data Protection Act and GDPR		D	A, I
Commitment to equal opportunities	E		A, I
Experience			
Experience of delivering direct marketing campaigns including direct mail, telephone, email & digital	E		A, I, R
Experience of writing fundraising/direct marketing copy	E		
Experience of working with agencies – creative, printers, fulfilment, telemarketing etc.	E		A, I, R
Experience of managing expenditure budgets and working on a range of channels concurrently.		D	

Equal Opportunities

All employees have a legal and moral responsibility to ensure that Centrepoin’s workplace is free from discrimination, harassment and bullying.