



Job Description

Supporter and Community Engagement Lead

Job Title:	Supporter and Community Engagement Lead
Reporting to:	Director of Fundraising
Responsible for:	Public Fundraising Manager
Based:	We offer a hybrid model of working and our office is based in Angel, London N1. This postholder is expected to be in the office 1 day per week. We meet together in our London office fortnightly on Tuesdays and we ask that you can commit to this.
Hours:	Full time – 35 hours. We will consider applications for jobshares if candidates apply with a jobshare partner.
Salary:	Grade 5, £54,651 - £56,837
Travel expenses:	All staff are required to pay for travel costs to and from the London office, regardless of where they live. However, staff can claim travel expenses for journeys to places other than the London office for work purposes.

About us

Young Women's Trust champions young women aged 18 to 30 on low or no pay. We're here to create a more equal world of work and raise young women's incomes. We offer young women free coaching, feedback on job applications and information to help them get where they want to be. We bring together a network of thousands of young women to support each other, build their self-belief, and have their voices heard. We work with young women to campaign for equality in the workplace. And our research provides insight into what young women's lives are really like, fuelling our campaigns for change.

About the role

Over the next five years, we're embarking on an ambitious strategy to grow our fundraising income from around £1 million to £1.7 million. Alongside this, we're investing significantly from our endowment to expand our campaigning, services, digital capabilities, and core infrastructure.

To help drive fundraising, we're creating a new senior role: Supporter and Community Engagement Lead. This role will lead our supporter-led fundraising—covering regular giving, digital fundraising campaigns, community fundraising, and legacies—with a focus on expanding our donor base, improving supporter experience, and developing new, insight-led fundraising products.

We know there's increasing demand from supporters and partners for more creative and meaningful ways to engage with our work. This strategic role brings the expertise and capacity needed to meet that demand—boosting engagement from current supporters and enabling us to reach new audiences.

This is a forward-facing role, ideal for someone who brings fresh thinking, strong external networks, and a deep understanding of sector trends. We're looking for someone who loves working collaboratively across internal teams and can manage external partners/suppliers to develop bold, insight-led fundraising campaigns that grow income and deepen impact.

This role will work closely with Communications, Campaigns, and Research to ensure our fundraising and mobilisation plans support each other. You will work collaboratively to develop content that supports fundraising, and ensure that fundraising supports our digital engagement goals.

This role will partner closely with the Services, Voice & Involvement team to actively involve young women in fundraising, making sure their voices, experiences, and stories are at the heart of how we inspire support and shape our fundraising strategy.

You'll work closely with our Finance and Operations team to ensure accurate income tracking, reporting, and strong accountability across all supporter fundraising. This includes close collaboration with the Data and Insight team on CRM and database strategy.

Key deliverables

- Work with the Fundraising Director and Partnerships & Philanthropy Lead in developing and delivering Young Women's Trust's fundraising strategy, ensuring alignment with organisational goals and long-term income growth.
- Act as the voice of the supporter across the organisation—championing supporter experience and embedding audience insight in strategic decisions and fundraising culture.
- Lead the design and delivery of supporter-led fundraising programmes, including regular giving, community fundraising, and legacies; while working with the digital and marketing team to design and deliver digital campaigns.
- Lead on driving supporter recruitment and retention across key audience groups, working with the digital and marketing team to deliver innovative supporter journeys and develop processes to support this
- Manage line reports and external partners to deliver income targets and engagement KPIs in line with fundraising and organisational objectives.

Main responsibilities

- Take lead responsibility for the Supporter and Community Engagement function in Young Women's Trust, working with the Fundraising Director to set strategy and propose annual plans.
- Work collaboratively and creatively with Communications, Campaigns, and Research teams to align fundraising, digital, and marketing strategies – maximising income, amplifying impact, and strengthening our brand.
- Contribute fully to the fundraising management team, taking the lead on key cross-team and cross-organisational activities.
- Develop and implement new strategies for acquisition, retention, and stewardship campaigns for individual donors and fundraisers.

- Identify and recommend new opportunities for fundraising innovation and engagement, including digital fundraising campaigns and supporter journeys, building on external trends and best practice
- Create effective supporter communications and materials in close collaboration with Communication, Campaigns and Research, Services, Voice and Involvement teams
- Lead the creation, development and review of supporter CRM processes—ensuring data quality, effective use of insight, and full compliance with GDPR
- Lead budgeting and forecasting, tracking income and expenditure, ensure income targets and ROI are achieved.
- Provide line management to the Public Fundraising Manager, setting SMART objectives, managing performance and supporting their professional development
- Provide regular updates on delivery against agreed objectives and make recommendations for future activities.
- Represent Young Women’s Trust at events and public engagement opportunities.
- Ensure all fundraising and engagement activity complies with regulatory and ethical standards (e.g., Fundraising Regulator, GDPR).
- Lead and contribute to the development and continuous improvement of fundraising policies, procedures, and best practice.

Budget management

Responsible for co-developing budgets with the Director of Fundraising, able to sign off on invoices under £1000.

General responsibilities

- To work in a flexible manner, taking initiative and prioritising the needs of the organisation.
- Follow organisation policies and procedures, including health and safety.
- Carry out other reasonable duties that may be required.
- Act as champion of Young Women’s Trust’s values and principles, including our commitment to becoming an anti-racist organisation.

Special factors

To work out of hours on occasion to attend events both on weekday evenings and weekends (with time off in lieu given).

Safeguarding

At Young Women’s Trust, we are committed to safeguarding the well-being of all the young women we work with, as well as our employees and volunteers who are involved in or affected by our work. All employees have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.

DBS requirement

N/A

Equity, Diversity and Inclusion

Young Women's Trust strives to be an inclusive and representative organisation. We are committed to appointing individuals from a wide range of backgrounds, lived experiences and cultures. We particularly encourage applications from racially minoritised candidates. We use positive action under section 159 of the Equality Act in relation to race. This means that if we have two candidates of equal merit in our process, we will seek to take forward the racially minoritised candidate in order to diversify our staff team.

You'll be joining a team that will embrace your ideas and support and encourage you to bring your whole self to work.

We can make reasonable adjustments throughout the application process and on the job. If you have particular accessibility needs, please get in touch and let us know any requirements you may have.

Person Specification

(Essential, i.e., a candidate must meet all essential criteria to be considered for selection, or Desirable)

Experience	Essential	Desirable
<ul style="list-style-type: none"> Proven track record of designing and delivering successful individual giving and community fundraising campaigns – including acquisition of new supporters and the development of existing supporters across multiple media channels 	x	
<ul style="list-style-type: none"> Track record of setting, managing, and exceeding income targets, with a strong focus on measurable results and continuous improvement. 	x	
<ul style="list-style-type: none"> Experience in business modelling/proposition development, using insight and market analysis to build and test new fundraising products and income streams. 	x	
<ul style="list-style-type: none"> Demonstrable expertise in supporter stewardship and engagement, with a strong understanding of how to build long-term relationships and deliver excellent supporter experiences. 	x	
<ul style="list-style-type: none"> Experience in budgeting, financial planning, and performance reporting, with skills in analysing data and tracking KPIs to support investment decisions. 	x	
<ul style="list-style-type: none"> Effective management of external suppliers, consultants and agencies 	x	
<ul style="list-style-type: none"> Experience leading complex cross-team projects and influencing internal stakeholders 	x	
<ul style="list-style-type: none"> Experience of using Salesforce 	x	
<ul style="list-style-type: none"> Experience of using Engaging Networks 		x
Skills & attributes		
<ul style="list-style-type: none"> Proven track record on the development and implementation of fundraising strategy, aligning supporter engagement with organisational goals. 	x	
<ul style="list-style-type: none"> Deep understanding of audience needs and behaviours; committed to embedding the supporter voice in planning and delivery. 	x	
<ul style="list-style-type: none"> Ability to bring fresh ideas and creative thinking to develop engaging fundraising products and experiences. 	x	
<ul style="list-style-type: none"> Excellent relationship management skills with a track record of building and influencing relationships with a diverse range of stakeholders 	x	

<ul style="list-style-type: none"> • Flexible and team-oriented approach, able and willing to both lead and be a very 'hands on' member of the team 	x	
<ul style="list-style-type: none"> • Outward facing – up-to-date knowledge of trends and practice in supporter fundraising and digital fundraising engagement 	x	
<ul style="list-style-type: none"> • Excellent written and verbal communicator with a wide range of audiences 	x	
<ul style="list-style-type: none"> • Line management skills – set and managing objectives, coach and support direct reports to ensure professional development 	x	
<ul style="list-style-type: none"> • Understanding of the issues facing young women, especially those living on low or no pay 		x
<ul style="list-style-type: none"> • The ability to consistently model Young Women's Trust's values 	x	

Our values



Young Women’s Trust Team Structure

Team Structure February 2025

