

# **JOB DESCRIPTION**

## **FUNDRAISING AND ENGAGEMENT OFFICER**

**35 HOURS / WEEK  
PERMENANT**

MAY 2026



# WOMEN IN SPORT

Women in Sport believes that sport transforms lives, and our **vision** is that no-one is excluded from the joy, fulfilment and lifelong benefits of sport.

We **know** sport can give girls and women resilience, courage, self-belief and a sense of belonging but gender stereotypes and institutional bias are holding girls and women back in life and sport; We **believe** that it is wrong to deny women and girls equal access to sport; sport can help tackle social and economic inequalities and sport should be designed to reflect the distinct attributes of women and girls.

Our **purpose** is to give every woman and girl the opportunity to take part in sport and inspire her to do so. To do this we **aim** to:

- Deeply understand the environment and culture surrounding women & girls in sport
- Challenge gender inequality in sport by exposing the problem
- Develop concepts, policies and solutions
- Inspire change through collaboration and influence
- Ensure the charity is highly effective

## **Do you share our vision? Do you share our beliefs? Do you want to make a difference?**

If so, this role could be what you're looking for. We are looking for a dynamic fundraiser to build and elevate our fundraising and supporter engagement at a time of increasing ambition in the charity.

We are looking for a practical, driven and organised Fundraising and Engagement Officer to help grow our income from individuals and corporate partners. Working with our small but ambitious team, you will ensure we accurately capture, manage and maximise the value of our supporter data, support our individual challenge eventers and grow our support. You will be detail-focused, confident working with data and systems and motivated by delivering results that directly support our mission. Reporting to the Fundraising and Engagement Lead you will ensure that WiS achieves its fundraising ambitions to allow the charity to achieve its aims.

As a team we are driven, authentic, and courageous. Our culture is informal, hard-working, and supportive. Everyone across the organisation pulls together to get results, keeping the cause at the heart of everything we do. We listen to each other and respect different views. Whilst an understanding of the value of sport to the lives of girls and women would be an advantage, that does not mean you need to be a sports person; we value the diversity of our employees and their different experiences of sport and life.

Women in Sport is committed to a working culture where everyone can be authentic and true to themselves. We strive to represent the full diversity of the communities we serve. We value the quality and diversity of thought that is only possible from a team made up of individuals from broad range of backgrounds, who can each bring their different experiences and perspectives. For this reason, we encourage applications from people of all ages including male allies, from disabled people, and from different cultural, religious and socioeconomic backgrounds.

# THE ROLE

Women in Sport has been highly successful in building a fundraising portfolio across all areas of income in recent years. With the increased profile of women's sport and yet much more to do to close the gender dream gap in sport and address misogyny, we are entering a critical phase of fundraising from individuals and corporate partners. This role will play a key part in achieving growth in our income.

Reporting to the Fundraising and Engagement Lead you will sit within the wider Communications and Engagement team and play a key role in helping Women in Sport achieve its fundraising ambitions.

Your primary focus will be to drive and track our income generation ensure we accurately capture, manage and maximise the value of our fundraising data, producing clear progress reports and helping the team understand what's working and identifying opportunities for income growth.

Alongside this, you will provide practical fundraising communications support, helping to keep our channels engaging, well-planned and running smoothly. This will include scheduling social media content and supporting day-to-day management of generic email inboxes and requires a high level of diligence, accuracy and attention to detail.

Your work will help us build a stronger, more connected base of support and generate the income we need to transform the lives of women and girls through sport. This role would suit someone who is passionate about fundraising and making a difference – a proactive self-starter who takes initiative and gets things done. You'll be highly organised and detail-focused, comfortable working with data and equally energised by rolling up your sleeves to drive day-to-day engagement activity in a structured, reliable way.

# KEY RESPONSIBILITIES

## **1. Plan, deliver and grow our individual giving & community fundraising programmes and campaigns income**

- Develop and drive fundraising plans, propositions, tools and resources that are relevant for our audiences and enable fundraisers to maximise their fundraising
- Identify key community groups (e.g. sports clubs; universities; sports teams etc) and develop acquisition plans working across the organisation to tap into networks
- Help develop, design and deliver effective fundraising campaigns and giving opportunities (e.g. running, challenges, individual giving, International Womens Day and Big Give and community fundraising) that work for different audiences and are aligned with the issues we want to highlight – ensuring a high quality and seamless supporter journey to maximise income
- Collaborate with the wider teams to build inspiring fundraising resources, events and communications that engage, retain and grow our supporter base.
- Manage our CRM effectively ensuring supporter data is managed accurately and insightfully – from data imports to segmentation – and use this insight to shape plans, test approaches and deepen understanding of supporter motivations.

## **2. Stewardship and managing enquiries**

- Manage all public fundraising enquiries into organisation inboxes to the highest standard of supporter care to enable them to effectively fundraise
- Lead the stewardship of our increasing number of supporters, making best use of the Fundraising and Engagement Lead, Head of Engagement & Communications, and CEO.
- Develop inspiring case studies and storytelling that inspires others to support Women in Sport and showcases impact
- Produce regular updates and materials for supporters, based on audience insights, date and impact
- Support employee and workplace fundraising and help support engagement with our partners

## **3. Deliver excellent data management, monitoring, evaluation and reporting**

- Capture and maintain accurate supporter and income data, maximising the value of Excel and our CRM (Customer Relationship Management) system(s)
- Monitor performance across individual, corporate and grant income streams, producing regular reports that chart progress and guide decision making, track ROI and feed into forecasting and income projections
- Reconcile notifications of donations (held on Excel and Website) with finance records (held in Sage, soon Xero accounting system) and ensure effective management of Gift Aid and VAT issues.
- Analyse data to identify and share trends, opportunities, and insights that help the team maximise income from supporters over time and guide decision-making
- Debrief activity and draw out key learnings to inform future activity for continuous improvement
- Prepare timely, compelling and impact-led reports for grant funders, ensuring accurate tracking and compliance with funding agreements and setting the stage for renewal or additional funding opportunities.

## **4. Support and develop fundraising and engagement communications**

- Work with the Comms Manager to deliver fundraising asks across social channels; website and emails and track the effectiveness of channels and platforms to inform plans
- Manage the charity's external fundraising platforms such as JustGiving, Enthuse, PayPal ensuring messaging is on brand and inspiring for audiences
- Assist in designing and managing effective supporter journeys across all platforms & owned and 3<sup>rd</sup> party channels and ensure high-quality day-to-day communications relevant to audiences
- Develop challenge event engagement plans and support individuals who are undertaking challenge events for us, including through fundraising tips, tools and resources
- Produce regular updates and materials for supporters, based on audience insights and data.
- Support in the scheduling of social media content through Hootsuite
- Assist with the delivery of campaigns and communications activity, providing reliable operational support.

## 5. Supporting new income opportunities

- Respond quickly to potential income opportunities and approaches from supporters or potential partners
- Identify and research prospective funders and grant providers to capitalise on relevant and aligned opportunities for Women in Sport across funding streams inclusive of trusts, foundations, and philanthropists and maintain a prospective pipeline.
- Work with colleagues to develop applications to funders ensuring that these are closely aligned to both the objectives of the funder and Women in Sport's charitable aims and objectives.
- Help draft PowerPoint presentations and cases for support from potential corporate or grant funders
- Help support on 'test and learn' new fundraising initiatives and keep up to date with charity sector trends to identify and capitalise on relevant opportunities for Women in Sport
- Explore ways to increase fundraising across social channels (e.g. Facebook fundraisers)

# PERSON SPECIFICATION

## Specific Competencies

- Experience developing fundraising plans, resources and communications that grow income
- Proven ability to build, nurture and steward to form engaged relationships
- Highly organised and able to manage multiple tasks, priorities and deadlines independently
- Attention to detail and strong administrative, written, oral, and presentation skills and ability to craft compelling cases for support
- Experience of using Excel to enter and manage data, produce charts, reports and insights.
- Experience managing various fundraising platforms e.g. Just Giving, Enthuse
- Experience of using CRM systems, ideally Etepestry (and Raiser's Edge) to manage supporter information
- Ability to use data and insight to inform decisions and maximise income.

## Desirable

- Experience working within fundraising or supporter engagement for a leading-edge not-for-profit or beliefs-based organisation.
- Some understanding of the political, cultural, and social issues affecting gender equality and women's relationship with sport and exercise, as well as the integral role sport plays in building resilience and changing lives.
- An understanding of the headlines of data protection, VAT, Gift Aid and fundraising best practice
- Design skills in Canva to support the production of reports and fundraising packs
- Articulate and persuasive advocate of our cause

## What you stand for

- Belief in the ability of sport to transform lives and the need to address the current inequalities in access to sport and leisure and the drive to do so
- Strong collaboration, internal communications and team working ethic
- The strength brought to an organisation by people with diverse backgrounds and lived experiences

## Operating culture

- Our culture is about being highly collaborative, cause-led, and open to constructive challenge
- We look for natural team players who thrive in a fast-paced environment, exude enthusiasm, energy and willingness to meet challenging demands and work to deadlines
- You will need to be self-disciplined, aims-driven and systematic to ensure effective financial planning, reporting and impact monitoring

Whoever we're engaging with, we want them to feel genuinely understood and listened to; valued and respected as individuals, actively engaged and courageous to drive change themselves.

## Our Values are:

- **Infectiously Passionate** - Passionate about the value of sport and exercise for women and girls and looking to celebrate that passion
- **Authentically Us** - Informal, fun and authentic, bringing our true selves and our wider lived experience
- **Wisely Courageous** - Understanding the leadership role we have and not afraid to challenge or have the difficult conversations
- **Natural Connectors** - Engaging, empathetic collaborator with the ability to listen with high levels of emotional intelligence
- **Purposefully Curious** - Always asking why but with wisdom and purpose

# A BIT MORE ABOUT THE JOB

The post-holder will ensure that they have a full grasp of Women in Sport's strategic framework and its beliefs, vision, aims and objectives; and be an advocate for the charity at all times.

The job description may be subject to review from time to time in consultation with the post-holder. The post holder may be required to undertake such duties not included in the job description as are reasonably requested by their Line Manager and/or the Head of Engagement and Communications and CEO. The post holder may be required to undertake commitments outside normal working hours at times, particularly relating to the management of effective fundraising communications.

- **Salary:** £32,000
- **Hours:** 35 per week. From time to time the post holder will be required to undertake commitments outside normal working hours.
- **Annual leave:** 25 days, plus Bank Holidays
- **Pension:** Women in Sport operates an auto enrolment pension with matched contributions, starting at 3% of your salary rising to 6% on completion of probation
- **Learning & Development:** We support and encourage skills-based training and personal development plans that are tailored to help you succeed in the role and grow personally and professionally.
- Access to Health Shield (health cash plan) and BUPA health insurance on successful completion of probationary period.
- **Location:** Women in Sport is based in the House of Sport near Borough tube station in London.

The House of Sport is contractually your place of work. Full time staff must be present in the office every Tuesday and Thursday as a minimum, but this expectation may increase. We are advertising this role as a full-time position, but we are fully supportive of flexible working so if you are our perfect candidate we will consider some flexibility.