

Job Title: Community Fundraising and Engagement Manager	Direction and guidance from: Assistant Director Community Fundraising and Engagement Director Fundraising Director Comms Chief Operating Officer Direct Reports: None	Primarily reports to: Assistant Director Community Fundraising and Engagement Reviewed: August 2026
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Role Summary:

Working closely with the Assistant Director Community Fundraising and Engagement (AD CF&E), the postholder will lead designated income and engagement initiatives, drive collaboration between regional and central teams, and ensure the effective implementation of fundraising, engagement, and volunteer initiatives.

- Work alongside the AD CF&E to support the delivery of all Community Fundraising and Engagement activities to enable the Fundraising and Communications/Marketing plans.
- Play a central role in the production of the annual Community Fundraising and Engagement Operational Plan aligned to fundraising and communications/marketing plans.
- Lead the operational implementation of the Community Fundraising and Engagement plan across the regional network, driving collaboration, resolving operational challenges, and managing delivery priorities.
- To be the key operational link between Regional Offices and central teams, ensure the Charity's full fundraising, engagement and supporter portfolio is accessible and effectively delivered throughout the regional network.
- Work with Regional offices and key stakeholders to drive forward Army-initiated fundraising income (such as with Army Cadets) and volunteer-led fundraising income plans.
- Provide performance analysis to the AD CF&E and recommendations for learning, insight generation, and continuous improvement across all regions.

Job Specification

Operational Leadership

- Develop and maintain the annual Community Fundraising and Engagement Operational Plan, ensuring alignment with organisational fundraising, communications, and engagement strategies.
- Support the AD CF&E by translating strategic priorities into operational delivery plans across the regional network.
- Monitor implementation of regional plans and provide assurance, progress reporting, and recommendations to the AD CF&E.

Army & Volunteer initiated Income development lead

- Work with the Regional Directors to drive forward the development, coordination and growth of Army and Volunteer initiated fundraising activities.
- Lead the regional implementation and monitoring of the Volunteer Strategy.
- Work with Regional teams to identify opportunities, share best practice, and maximise income generation from Army units, establishments, volunteers and committees
- Monitor performance and identify opportunities for innovation and growth.
- Coordinate and monitor routine engagement of Regional Offices with Army and Army Cadet Force units and record such activity.

Cross-Organisational Integration and Project Management

- To be the primary operational interface between regional offices and central teams including Fundraising, Communications, Lottery, Legacy, Individual Giving, and High Value Fundraising.
- Co-ordinate the regional implementation of corporate fundraising strategies, communications and supporter engagement campaigns, legacy fundraising plans, volunteer fundraising programmes, and the development of new fundraising products, campaigns, and mass participation opportunities.
- Ensuring Regional offices are equipped to promote and support the Charity's full range of fundraising and engagement opportunities.
- Manage the Room to Reward Award scheme.
- Manage the Montgomery Bowl, Carrington Drum, Cadet Challenge, and the ABF Unit Challenge competitions.

Insight, Evaluation and Continuous Improvement

- Produce performance reports, recommendations, and learning reviews for the AD CF&E.
- Identify trends, opportunities, risks, and examples of best practice across regions.
- Facilitate the sharing of insight and lessons learned to improve performance and collaboration across the Charity.

Person Specification

Skills & Qualifications:

- Experience of fundraising, stakeholder engagement, or programme delivery within the charity of not -for profit sector or similar transferable skills.
- An experienced and proven planner, adept at synchronising activity, managing and allocating resources and delivering expected outcomes to time, cost, and specification.
- Well-developed writing and oral communication skills, readily able to synthesise information and write and present policy papers, briefs, and reports – often under pressure of time.
- Exceptional organisational and critical thinking skills; able to perform complex tasks and prioritise projects, able to analyse performance data and translate this insight into operational improvements.

- Ability to lead and influence across multiple departments and regional teams without direct management authority.
- Excellent interpersonal skills and the ability to interact and work effectively with all elements of the Charity and supporting volunteers.
- Computer literate, comfortable with MS Office tools, familiar with social media platforms.
- Competent in budget management.
- Project management qualifications/skills are desirable.
- Full UK driving licence.

Knowledge

- Understanding of volunteer management and volunteer-led fundraising.
- Understanding of regional fundraising models and community fundraising techniques.

Personal attributes:

- A self-starter, proactive, collegiate, with drive and commitment.
- Personable yet decisive and confident, capable of collaborating with colleagues and volunteers.
- Sound judgement and good people management skills.
- Strong empathy with the cause of the Charity and its beneficiaries.
- Whilst London based this appointment involves regular travel around the UK.
- Must be willing to work outside of core hours and at weekends, when necessary, across the UK.

Agreed By: AD Community Fundraising & Engagement	Name: <i>Suzy Holmes</i>	Date: 14 August 2026
Approved by: Chief Executive	Name: <i>Tim Hyams</i>	Date: 18 August 2026