

# Candidate Pack

Supporter Engagement Lead

# Welcome to Spurgeons

At Spurgeons, we believe *every child* deserves the opportunity to *thrive*. For over 150 years, we have been working alongside families to provide support, hope, and practical help to those facing challenges. Our mission is simple yet powerful: to give vulnerable children and young people the best possible start in life.

Every day, our dedicated team works to create safe spaces, build strong relationships, and deliver life-changing services that *empower families*. We are proud of our heritage, but even more excited about the future - and we invite you to be part of it.

## Who we are

Inspired by our Christian faith, our mission is to transform the nation one child at a time by ensuring that every family has the support needed to flourish. We provide a range of services to support families, children and young people, through partnering with local authorities, churches and communities creating family hubs where they are needed most.

We deliver a range of support services for families children and young people through our children's centres, family hubs, counselling, prison outreach projects and online family resources.



# Our Impact

Over  
**27,500**  
children and  
families supported  
by Spurgeons



Over  
**21,500**  
people  
accessed our  
support online



Over  
**9,000**  
children and  
families have  
been supported  
through our prison  
intervention services



## Our Values

Everything we do is driven by our values which define who we are and how we work together to support children, young people and families. Our values are at the core of everything we do.



**Fairness**



**Compassionate**



**Committed**

# Why join us?

When you join Spurgeons, you become part of a *passionate, values-led team* committed to making a real difference in the lives of children and their families. You'll have the opportunity to use your skills to change lives, work alongside inspiring colleagues, and contribute to a *legacy of hope* for the families we work with. Together, we can ensure that every child and young person has the best start to life and a positive future.

**"At Spurgeons, we are united by a shared belief: that every child matters. Our work is challenging, but it is also deeply rewarding. We are looking for people who share our passion and want to help us make a lasting difference. If you are ready to bring hope and transform lives, we would love to welcome you to the Spurgeons family."**

## **Mike Rebeiro**

Chair of the Board of Trustees





# Introducing the Fundraising and Engagement Team

At Spurgeons, our Fundraising and Engagement Team plays a vital role in ensuring we can continue to deliver life-changing support to children and families across the UK. Every pound raised and every relationship built helps us extend our reach and deepen our impact.

We have a bold 5 year vision to increase our income over the next few years from £1m to over £2.5m. The funds we raise enable us to provide practical help, emotional support, and hope to thousands of children and families each year. Without this work, many would face life's challenges alone. By joining our team, you'll be part of something bigger - a movement of people determined to make a lasting difference.

## Strategic Priorities

To achieve our ambitious fundraising strategy we have the following strategic priorities:

### **Grow with Purpose**

To build a balanced and scalable income portfolio

### **Deep Engagement**

To priorities transformational relationships of transactions

### **Tell Stories that Move People**

Inspire, don't just inform

### **Work Smarter**

Use insight, technology and focus to drive results

### **One Team, One Vision**

Build a culture of collaboration and trust

### **Future-Proofing**

Build for tomorrow, act for today



## The Team

Our team is responsible for building our brand awareness and increasing our reach and engagement, to generate income and build meaningful relationships with individuals, churches, businesses and communities who share our vision. We do this through

### Individual Giving

Inspiring supporters to give regularly and generously.

### Major Donors & Trusts

Securing transformational gifts from our high value donors and multi-year grants.

### Legacies

Encouraging supporters to leave a gift in their will, ensuring their impact lasts for generations to come.

### Corporate Partnerships

Building relationships with businesses that want to make a difference.

### Community & Church Engagement

Mobilising local networks to champion our cause.

### Events & Campaigns

Creating opportunities for people to get involved and support our work.

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## The Wider Team

Fundraising and Engagement is a collaborative effort. We work closely with colleagues across Spurgeons—from service delivery teams to data and finance—to ensure our fundraising aligns with organisational priorities and reflects the real needs of the families we serve. This partnership approach strengthens our impact and helps us tell authentic stories that inspire supporters to act.



# Supporter Engagement Team

The Supporter Engagement Team is the heartbeat of our fundraising efforts, responsible for building and nurturing relationships with individuals, churches, and community groups who share our vision. Their role goes beyond the donations—they create meaningful experiences that inspire long-term commitment and deepen trust. From delivering excellent supporter care to developing appeals that connect people with our mission, the team ensures every supporter feels valued and understands the impact of their generosity and the lasting impact they will have in transforming the lives of children and families.

## Role overview

**JobTitle:** Supporter Engagement Lead

**Salary:** c.£34,500

**Location:** Home-based

**Summary:** This role is key to delivering excellent supporter care and increasing the engagement and loyalty of our supporters, alongside developing our challenge and community fundraising to raise vital funds for children and families.

## Key responsibilities

- Act as first point of contact for supporters; deliver timely, compassionate supporter care
- Create engaging communications (emails, magazine content, prayer resources; annual supporter survey)
- Plan and deliver community fundraising and challenge events
- Manage a portfolio of fundraising events including our HNWI/Legacy supporters
- Support legacy administration and stewardship for key supporter groups

## Person specification

- Experience in supporter/customer care and events
- Organised, proactive, and detail-focused
- Confident communicator with strong interpersonal skills
- Comfortable using CRM and digital tools
- Understands fundraising regulation and data protection
- Values-led and committed to outstanding supporter experience

## Why join us

- Remote/flexible working (role dependent)
- Continuous professional development and in-house learning platform
- Employee Assistance Programme
- Salary sacrifice pension (up to 7% employer contribution)
- Health Cash Plan, life assurance, enhanced annual leave, additional paid time off at Christmas

## Application process

To apply, please submit your CV and a short supporting statement via the [Charisma website](#). Please include your notice period.

Applications close on Sunday 1<sup>st</sup> February and vetting interviews with Charisma must be completed by Tuesday 3<sup>rd</sup> February. If you have any accessibility needs, let us know so we can make adjustments.

