



World Vision UK Director of Relationship Fundraising

**Candidate Pack
November 2025**



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CHARITY RECRUITMENT

World Vision 



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Introduction

Dear Applicant,

Thank you for your interest in joining World Vision UK as our new Director of Relationship Fundraising. This is a pivotal role at a transformational time in our journey.

We are driven by an unwavering vision: that every child should live life in all its fullness. With that vision comes the responsibility - and the opportunity - to raise the sustainable income needed to make it a reality. As part of our newly integrated Fundraising and Marketing team, you will play a vital part in shaping how we inspire and connect with high-value supporters across the UK and beyond.

This is a role for a strategic and spiritually grounded leader, who can drive innovation, scale income, and shape the future of relationship fundraising at World Vision UK. You will lead and grow an exceptional team across Philanthropy, Trusts & Foundations, and Legacies – building deep, authentic partnerships that result in life-changing impact.

At World Vision UK, we are committed to working in bold new ways to meet bold new goals. We aim to raise £100 million by 2029 and positively impact 5.5 million lives. That will only happen through relational fundraising that is integrated, data-informed, and deeply rooted in our mission.



If you are a values-driven leader with a heart for vulnerable children, and a passion for relational fundraising that is both meaningful and measurable, we would love to hear from you.

We look forward to welcoming you to our team and working together to transform the lives of children and their communities.

Every Blessing,

Don

Don Esson
Chief Fundraising and Marketing Officer
World Vision UK

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About us





World Vision UK

World Vision is a global community of millions, working together for one purpose: to change the lives of vulnerable children.

Our supporters, partners and staff join forces with communities on the ground to help children enjoy good health, be educated for life, experience the love of God and their neighbours and are cared for, protected and participating. Together we share proven, world-class development methods to bring food, water, education and economic change.

By working with communities to protect children from violence and neglect, caring for them in emergencies, and challenging everyday injustice for the poor, we enable self-sufficient communities to make real, lasting change. Driven by our desire to serve God and make a lasting impact in the world, we're a team that knows no bounds or borders – we work with people of all cultures, genders and faiths to achieve transformation. We welcome anyone with the will to make a positive change for children and who shares our vision. Join us.

Our vision is for every child, life in all its fullness.

Our prayer for every heart, the will to make it so.

World Vision has a long history of taking action that transforms the world. Our focus is on helping the most vulnerable children, in the most difficult places, overcome poverty and experience fullness of life. Together we have partnered with millions of children and families to find a way out of poverty, and we're often among the first to help when a crisis strikes.

We help children

As a [Christian charity](#), we help children – of all faiths and none – in some of the world's most dangerous places. We believe it takes a whole community to create happy and fulfilling childhoods. And we work together with communities so they're empowered to do just that.

Our integrated approach includes [water](#), [healthcare](#), [education](#), [child protection](#), and [income generation](#). With the aim of allowing every child to fulfil their God-given potential.

Across almost 100 countries, our impassioned community of supporters, volunteers and community leaders work together to transform children's lives. Together, we will never give up.

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About Us



Focusing on the most vulnerable

Responding to emergencies, from earthquakes to civil war

Last year we reached over 2.5m children in 182 projects across 36 countries

Empowering children and families in extreme poverty

In almost 100 countries, working to end poverty

Protecting children from abuse and exploitation

Challenge all forms of abuse and exploitation, from child marriage to FGM

How we're different

Community-led

We know that communities have the best understanding of their own struggles. And often they also have the best idea of how to achieve their dreams. We simply listen - and give the tools and training for communities to deliver those dreams, transforming the lives of children and their parents. We're most known for [Child Sponsorship](#) which funds a lot of our community development work.

Child-focused

We know that changing a child's life can transform a family, a community and an entire area. In all we do, we work towards children's complete wellbeing, helping them to [overcome poverty](#) and get the education they often long for. It is these children who go on to become the doctors, teachers and engineers of the future; they who will stop future generations ending up in poverty.

Faith-based

Inspired by our Christian faith, we help all children – of all faiths and none – even in the most dangerous places. We strive to protect God's creation and demonstrate God's love. We fight to make sure every child reaches their God-given potential. More about [how World Vision works with faith leaders](#).

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Job description





Role details

Job title:	Director of Relationship Fundraising
Salary:	Circa £75,000, depending on experience + good range of benefits
Contract:	Permanent – 36.5 hours per week
Location:	Hybrid - Onsite 1 day per week in Milton Keynes
Annual Leave:	28 days and bank holidays
Pension:	7% Employer contribution, matched by 3% personal contribution
DBS required:	Enhanced

As an active Christian, this role offers you the opportunity to integrate your Christian faith and be sensitive to its various expressions across cultures and denominations.

Fundraising and Marketing Directorate

This is an extraordinary opportunity to scale the impact of relational fundraising at World Vision UK. Reporting to the Chief Fundraising and Marketing Officer and sitting on the Fundraising Senior Leadership Team, you will lead the integration and growth of Philanthropy, Trusts & Foundations, and Legacy giving into a single, high-performing Relationship Fundraising team.

With responsibility for income exceeding £10 million annually, this role is about building replicable, data-informed fundraising models and delivering transformational experiences for our supporters. You'll champion innovation, scale legacy campaigns for a mass-market audience, and personally steward ultra-high-net-worth donors.

You'll be a seasoned leader - strategic and relational in equal measure - bringing operational excellence, spiritual maturity, and a coaching mindset to a growing, collaborative team. You'll also play a visible external-facing role, representing World Vision UK at events, inspiring partners, and praying with supporters when appropriate.

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Job description



Job purpose

This is a mission-critical leadership role within World Vision UK's newly integrated Fundraising and Marketing Directorate. As Director of Relationship Fundraising, you will be responsible for driving and scaling our high-value income streams - Philanthropy, Trusts & Foundations, and Legacies - towards a target of £10 million+ annual income within three years.

You will play a strategic and hands-on role in shaping how we inspire, engage, and serve high-value supporters, integrating relational fundraising into a wider multi-channel strategy that is innovative, scalable, and impact-focused. Working across teams and with key global stakeholders, you will ensure World Vision UK delivers compelling supporter experiences that are both spiritually rich and strategically sound.

As a senior Christian leader, you will model Kingdom values, embodying our mission in both internal leadership and external relationships. You will inspire teams, develop people, and lead with faith and humility - building strong partnerships that unlock transformational giving and lasting impact.

Key responsibilities

Strategic leadership

- Design and lead the strategic direction of World Vision UK's Relationship Fundraising across Philanthropy, Trusts & Foundations, and Legacy giving.
- Embed systems-thinking and data-informed processes to create replicable, scalable income models.
- Integrate relationship fundraising within a broader fundraising and marketing approach, ensuring cross-team alignment and innovation.

Income growth and performance

- Deliver year-on-year growth across all high-value income streams to achieve a target of £10 million+ annually.
- Scale legacy income through creative, insight-driven campaigns targeting both mass-market and high-value audiences.
- Monitor performance and ROI closely, adapting strategy to maximise outcomes and donor lifetime value.



Team leadership and coaching

- Lead, develop, and inspire a high-performing team, embedding a culture of collaboration, accountability, and excellence.
- Coach and mentor team members to enhance their effectiveness in donor engagement, conversion, and stewardship.
- Equip your team with the tools, skills, and mindset to grow income and deepen supporter relationships.

Donor engagement and stewardship

- Personally manage relationships with a portfolio of major donors, foundations, and legacy supporters.
- Champion a tailored, relational approach to supporter engagement—balancing personalisation with scalable strategy.
- Design and oversee a dynamic programme of cultivation events and impact communications to inspire deeper partnership.

Global collaboration and representation

- Engage with the wider World Vision Partnership to align strategies and share best practice in relational fundraising.
- Represent World Vision UK externally, including at sector events, with major donors, and within global forums.
- Contribute to global thought leadership in high-value fundraising and innovative donor experience design.

Innovation & campaign development

- Lead on the development of innovative campaigns, particularly within the legacy space, to engage new audiences and increase income.
- Drive creative storytelling and impact-led communications to inspire supporters and differentiate World Vision's offering.
- Embrace and apply new technologies and insight tools to refine supporter journeys and deepen engagement.

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Person specification





Person specification

We are seeking an experienced and mission-driven fundraising leader who brings a strong combination of strategic capability, relational warmth, and operational rigour. The ideal candidate will be passionate about maximising impact for vulnerable children and confident in their ability to build meaningful donor relationships that generate long-term, transformational income.

Experience and qualifications

- Proven track record of leading and scaling high-value fundraising programmes (philanthropy, legacies, and/or trusts & foundations), ideally within a complex or global organisation.
- Demonstrable success in delivering sustainable, multi-million-pound income growth through relationship fundraising.
- Experience of managing and coaching high-performing teams, with the ability to embed accountability, ownership, and development at all levels.
- Strong understanding of relational sales, pipeline management, and donor engagement strategy.
- Experience designing and implementing scalable fundraising systems and structures that integrate with wider marketing and supporter journeys.
- Experience working with CRM systems and applying data insight to segment audiences and improve supporter experience.
- Comfortable engaging major donors and faith-based supporters, with the ability to pray with donors where appropriate.
- A relevant degree or equivalent professional experience in fundraising, marketing, leadership, or a related field.

Knowledge and skills

- Strategic thinker with the ability to see the bigger picture and lead long-term income planning aligned to organisational goals.
- Excellent relationship-building skills - with donors, partners, peers, and stakeholders at all levels.
- Inspirational leadership skills, with a natural ability to coach, develop and motivate teams through change and growth.
- Excellent communication and storytelling skills - both verbal and written - with the ability to inspire donors with compelling narratives.
- Strong project management and organisational skills, capable of delivering results in a dynamic, multi-stakeholder environment.
- Working knowledge of trends and best practice in philanthropy, legacy fundraising, and trust fundraising (UK and international).



Further details

Universal acceptance for everyone, everywhere is at the heart of our Christian organisation. We promote diversity of thought, culture and background, which connects the entire World Vision family. As such, World Vision is proud to be an Equal Opportunity Employer. We value diversity and aspire to reflect this in our workforce. We particularly welcome applications from under-represented sections of the community. World Vision UK also operates flexible working policies and practices.

As a child focused organisation, World Vision UK is committed to the safeguarding of children, therefore any offer of employment is conditional upon the successful completion of applicable background checks, including a criminal records check.

As a Disability committed employer we encourage qualified individuals with a disability to apply and request a reasonable adjustment if you are unable or limited in your ability to use or access <https://www.worldvision.org.uk/who-we-are/jobs/> as a result of your disability.

World Vision UK is a registered organisation operating the Misconduct Disclosure Scheme (MDS) and we shall check with your previous employers about your behaviour and conduct. We will be requesting they complete a form known as a Statement of Conduct. For more information see: [The Misconduct Disclosure Scheme \(misconduct-disclosure-scheme.org\)](https://www.worldvision.org.uk/who-we-are/jobs/)

By submitting your application, you understand and accept that World Vision UK will process the data you provide for the purposes of your application and in accordance with the World Vision UK - Job Applicant Privacy Notice.

Please note that you MUST have the Right to work in the UK documentation as unfortunately, this role is not sponsored, and your application cannot be considered any further without it.

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How to apply



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How to apply



World Vision UK is partnering with Charisma Charity Recruitment.

Applications should be submitted through the [Charisma website](#) and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role, including the genuine occupational requirement to be a practicing Christian. Please also describe any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant, Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk.

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion*, sexual orientation, age, veteran status or other category protected by law.

**Due to the nature of the work, there is an Occupational Requirement that the post holder is a practicing Christian under the Equality Act 2010, Part 1, Schedule 9.*

Closing date: Sunday 7th December 2025

Charisma vetting interviews must be completed by 1pm on Tuesday 8th December 2025

1st Interviews with World Vision UK (virtual): As and when a candidate passes their Charisma vetting interviews

Final interviews (in person in Milton Keynes): Tuesday 6th January 2026



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