



# Royal Life Saving Society UK

## Director of Income Generation and Engagement

**Candidate pack**

**August 2025**



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ROYAL  
**LIFE SAVING**  
SOCIETY UK

Enjoy Water **Safely**



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# 1

# Welcome

I am delighted that you are considering applying for the role of Director of Income Generation and Engagement at the Royal Life Saving Society UK (RLSS UK).

RLSS UK is the national charity supporting communities of all backgrounds to enjoy water safely and be free from drowning.

We have a proud history of helping to reduce the number of lives lost to drowning. Our Impact Report 2024 details the fantastic work undertaken last year and is a testament to the commitment of our volunteers, staff, trustees, and members who advocate for and promote water safety in our communities. Please do take the time to read this - [RLSS UK Charity Impact Report 2024](#)

Following years of campaigning for change, the Department of Education announced in July 2025 that statutory guidance will introduce the Water Safety Code in schools. The statutory inclusion of this vital education marks a key step towards equipping young individuals with the knowledge and skills necessary to navigate water environments safely. Read more [here](#).

RLSS UK also has a thriving Commercial Directorate, which is recognised as a leader in our field. Last year alone, we awarded over 43,000 lifeguard qualifications to pool, beach and open water lifeguards together with 46,000 Rookie Lifeguard awards being presented in communities throughout the UK and Ireland, reflecting the commitment of our lifesaving instructors to develop the next generation of lifesavers.

We have recently launched our Strategic Framework 2025-2030 and consequently it is an exciting time to join the Society as we look to build on our work to save even more lives together.



This is a key appointment for our future and will see us welcome our first Director of Income Generation and Engagement. We are seeking an inspirational fundraiser with the ambition to enhance our brand and develop a high-performing team, instil a culture of fundraising across the organisation and form impactful relationships across our members, the volunteer network, partners, and wider stakeholders, while developing new avenues of support and harnessing funding opportunities.

As a member of the Senior Leadership Team your work will influence and deliver against the organisational strategy, helping us to reach our goals and provide long-term and sustainable income sources.

I hope this candidate pack provides you with a useful insight into our wonderful organisation and the requirements for this position. If you feel this role is right for you, I look forward to receiving your application.

With best wishes,

A handwritten signature in blue ink that reads "Simmy".

**Simmy Akhtar**  
**Chief Executive Officer**

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## About us



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# 2

## About Us

### Royal Life Saving Society UK

Our roots were established in 1891 as the Life Saving Society, and, in the early 1900s, with support from the Royal Family, we were granted permission to adopt the 'Royal' to our title – a honour that we are immensely proud of. Today, the charity and trading companies currently turnover more than £6 million with circa 85 staff, with the majority of our income currently generated from our commercial activities.

We have used our extensive, world-leading knowledge of water safety and training to develop a comprehensive range of [award-winning](#) vocational qualifications, awards and educational programmes and campaigns, which have the ultimate aim of preventing drowning and stopping unnecessary loss of life. Our portfolio includes the [National Pool Lifeguard Qualification \(NPLQ\)](#) - the premier lifeguard training programme.

### Strategy 2025-2030

We have recently launched our new Strategic Framework for 2025-2030, with the ambition to save lives by leading in lifesaving, lifeguarding, and water safety education to prevent drownings. We launched our new strategy during our flagship campaign, Drowning Prevention Week, and premiered it in Westminster to MPs and key partners.

This new strategy marks a new era for RLSS UK, and a key aspect of the strategy is an update to the charity's strapline, 'Enjoy Water Safely', with the addition of 'Free from Drowning' emphasising the charity's purpose, mission, and vision together, with the overall aim of saving more lives.

Our work will focus on three key pillars: Engagement, Education, and Expertise. These pillars aim to prevent drownings and enable everyone to enjoy water safely. There will also be a strong emphasis on culture and collaboration to ensure everyone can access water safety education, regardless of their background.

Our strategic framework can be viewed [here](#).

*"RLSS UK is fortunate to have an exceptional network of dedicated and passionate stakeholders, including members, volunteers, partners, lifesavers, lifeguards, the leisure industry, and our committed staff and trustees. We hope the new framework inspires and motivates our new and existing supporters and guides our operations as we enter this new phase in the Society's impressive history, which spans over 130 years."*

**Simmy Akhtar, CEO of RLSS UK**



## RLSS UK Enterprise Limited, t/a RLSS UK Shop

Our trading outfit, RLSS UK Shop, stocks and fulfils a range of products to help support the delivery of our vocational and non-vocational awards and qualifications. The suppliers we use are carefully selected and vetted by experts for their safety and durability. We will continue to ensure we concentrate our efforts on making sure we provide our lifesaving community with the best service and materials to perform activities safely and to the best of their ability.

Our current commercial offering is based on the delivery of the highest quality of both OFQUAL-regulated and non-regulated vocational training programmes, tailored to our customers' needs – whether that is within the aquatic environment or beyond. The approach we take is innovative and robust, ensuring we provide excellent training programmes, support materials for the delivery of our courses and ongoing training and development to ensure the highest standards across our range of lifeguarding, lifesaving, first aid and consultancy services.

## RLSS UK Governance

The Royal Life Saving Society UK is a registered charity and a company limited by guarantee. Our Board of Trustees, who are also registered as directors at Companies House, ensure the sound governance of RLSS UK. Our Board comprises:

- President - elected by RLSS UK membership
- Deputy President - elected by RLSS UK membership
- Treasurer - ex officio
- Up to six Trustees elected by RLSS UK membership
- Three appointed Trustees

## Compliance

Our current Regulatory bodies are:

- The Office of Qualifications and Examinations Regulation, Ofqual in England.
- The Council for the Curriculum, Examinations & Assessment, CCEA in Northern Ireland.
- Qualifications Wales, QW in Wales.

Maintaining and exceeding the standards, policies and procedures of these bodies are essential for ensuring our Awarding Organisation and Awarding Body status with the respective Regulators, enabling us to offer regulated qualifications. Compliance sits in our Corporate Directorate. We also maintain compliance with the Charity Commission, Companies House and the Fundraising Regulator.

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## Job description



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## Job description



### Role details

<b>Role title:</b>	Director of Income Generation and Engagement
<b>Directorate:</b>	Income Generation and Engagement
<b>Reports to:</b>	Chief Executive Officer
<b>Responsible for:</b>	Senior Head of Communications and Marketing
<b>Salary:</b>	£73,000 - £78,000 salary package (£65,000 - £70,000, plus £8,000 car allowance per annum)
<b>Contract:</b>	Permanent
<b>Hours:</b>	Full-time
<b>Location:</b>	Worcester Headquarters / Hybrid - 2-3 days in the office per week
<b>Annual leave:</b>	27 days, plus bank holidays, and a discretionary day off for birthday.
<b>Pension:</b>	Automatic enrolment into a pension scheme on commencement, or the chance to opt-in should you choose.
<b>Benefits:</b>	<ul style="list-style-type: none"><li>• Car allowance equivalent of c.£666 per month (£8,000 per annum)</li><li>• Free RLSS UK Membership</li><li>• Enhanced Society Sick Pay (following a successful 6-month probation/service)</li><li>• Employee Assistance Programme</li><li>• Private Health and Eye Care (following a successful 6-month probation/service)</li><li>• Life Assurance Scheme</li><li>• Free on-site car parking while based at our Worcester Head Office</li><li>• Regular Staff Socials and Events organised by our 'Culture Club' team, including a Christmas Party and Summer Social.</li></ul>



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## Job description



### Role purpose

The Director of Income Generation and Engagement will be responsible for diversifying and developing RLSS UK income streams, predominately through fundraising. The Director of Income Generation and Engagement will also be accountable for strengthening and developing the RLSS UK brand, increasing our visibility, growing engagement levels and income through enhanced presence and public awareness. To achieve this, the Director of Income Generation and Engagement will develop and implement an organisation wide income generation and engagement strategy, which is aligned with organisational goals and aimed at providing long-term and sustainable income sources. Growing and fostering a high performing and motivated team, with excellent working relationships across the organisation, will be key.

The Director of Income Generation and Engagement will be accountable to the CEO, with responsibility for building and maintaining communities for support and strong relationships with members, the volunteer network, partners, and wider stakeholders.

### Key tasks

- Develop and implement an integrated and visionary income generation and engagement strategy and action plan to achieve fundraising objectives across streams such as individual giving, community fundraising, legacy and in memoriam, trusts and foundations, events, and corporate fundraising.
- Ensure that staff and volunteers understand fundraising objectives and know how they can support them within their own roles, creating and fostering an organisation-wide approach and attitude to fundraising.
- Build effective relationships with other senior staff members and volunteers, community and business leaders and senior contacts within the sector in order to maximise the value of existing networks.
- Work alongside the CEO, Senior Leadership Team and the RLSS UK Board of Trustees to agree key performance indicators, regularly reviewing and reporting on performance and progress.
- Oversee the Directorate's budget.

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## Job description



### Income generation

- Evaluate current fundraising prospects and activities, ensuring an effective balance between long term plans that build sustainable income and short term activities that can be deployed to recruit new supporters and drive immediate income.
- Scope opportunities to capitalise on existing projects and programmes that can be harnessed and packaged as fundraising propositions, developing actionable plans to increase opportunities.
- Take personal responsibility for developing major donor relationships, cultivating and negotiating high value and/or high-profile fundraising partnerships.
- Keep up to date with trends, new opportunities and risks in the wider sector, making effective plans to benefit from them and mitigate risk.
- Ensure full compliance with the Fundraising Regulator Code of Conduct, HMRC regulations pertaining to Gift Aid and associated claims on fundraising income.
- Oversee risk assessments for fundraising events and such other occasions and activities as may warrant risk management.
- Manage contracts and partnerships with suppliers, agencies and other organisations for the purposes of fundraising, and related fundraising marcomms.
- Supporting the recruitment, training and performance management of the team and fundraising volunteers, ensuring clear objectives are set and provide guidance and support to achieve strategic goals.

### Engagement

- Ensure that the organisation takes a strategic and proactive approach to engagement through an organisation-wide strategy, encompassing all forms of media.
- Lead the engagement communications to inspire action and change through impactful campaigns and communications across multiple channels.
- Maintain and strengthen the RLSS UK brand, ensuring it is implemented consistently and reflects the organisation's core values and principles.
- Ensure that the internal engagement communications operate effectively and engage and meet the needs of staff and volunteers.
- Ensure the communications team is aware of what is required from them to support income generation and operational plans.
- Use enhanced data management techniques and analytics to focus engagement and income generation efforts make the highest impact and return on investment.

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## Job description



### Overarching Director responsibilities

- To undertake other duties from time to time as reasonably required by the Chief Executive.
- This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of areas of activity and responsibility and will be amended in light of the changing needs of the organisation.
- Within the Directorate, provides strong leadership and direction, taking responsibility for the planning, development and managerial work of the organisation.
- To attend Trustee Board meetings where required, and any other such Leadership Team functions where necessary.
- To demonstrate and uphold RLSS UK's values and behavioural standards at all times.
- Build effective relations across departments to become the focal point for strategic issues across RLSS UK.



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## Person specification



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## Person spec



### Essential skills and experience

- Extensive experience in fundraising/income generation roles in a not-for-profit context, with a strong track record of meeting ambitious targets via all main fundraising methods and streams.
- Track record of delivery at strategic and operational business level, and able to translate strategic vision into clear direction for the organisation.
- Experience in and/or understanding of operating in a commercially motivated environment embracing wide income generation opportunities.
- Experience of developing effective and integrated income and engagement strategies, with an in-depth understanding of revenue growth principles and practices.
- Track record of managing teams, both salaried and volunteers, to deliver income targets, and with a proven ability to recruit, train and monitor performance.
- Experience of budget creation and management.
- Strong understanding of GDPR legislation and the Fundraising Code of Conduct.
- Ability to keep up to date with developments in fundraising and identify opportunities to benefit from them.
- Excellent communications skills, including negotiation and influencing skills.
- Highly motivated with the ability to organise developmental activities for self and team to increase competency levels and meet future business goals.
- Good working knowledge of IT, including Microsoft Office, databases, and digital platforms.

### Desirable strengths sought

- Leading and developing others – take responsibility for influencing and motivating others to contribute to the goals and success of their team and organisation. Promote other people's learning and development to help them achieve their goals and fulfil their potential.
- Results focused – maintain a strong sense of focus on results, driving tasks and projects to completion.
- Self-confidence – a strong belief in yourself and your abilities to accomplish tasks and goals.
- Critical thinking – approach problems and arguments by breaking them down systematically and evaluate them objectively.
- Flexibility – remain adaptable and flexible in the face of unfamiliar or changing situations.
- Strategic mindedness – focus on the future and take a strategic perspective on issues and challenges.
- Creativity – contribute new ideas and original solutions to move things forward.
- Empathy – readily identify with other people's situations and can see things clearly from their perspective.

### Useful experience (but not essential)

- Experience as a Trustee or NED in a large/national charity or non-profit.
- Experience in or knowledge of the leisure sector.
- Institute of Fundraising membership or qualification.



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## How to apply



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## How to apply



Royal Life Saving Society UK is working exclusively with Charisma Charity Recruitment.

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

- A comprehensive CV
- A supporting statement (no more than two pages) summarising why you're applying and how you meet the person specification

For an informal and confidential discussion about the role, please contact:

Katherine Anderson-Scott, Associate Director of Charisma Charity Recruitment on 01962 813300 or email [info@charismarecruitment.co.uk](mailto: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.

**Closing date: 15 September 2025**

**Interviews with RLSS UK: TBC**

**Charisma vetting interviews must be completed by 23 September prior to shortlist submission on 24 September.**



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