



HEAD OF INCOME GENERATION RECRUITMENT PACK

WHENYOUWISHUPONASTAR.ORG.UK



A LETTER FROM OUR CEO, JOE WILLIAMSON



Dear Candidate

Thank you for your interest in joining *When You Wish Upon a Star*. I'm truly delighted that you're considering becoming part of our charity at such a meaningful and exciting time in our journey.

Since 1990, we have been granting the wishes of children living with life-threatening or terminal illnesses - creating moments of magic, hope, and joy when families need them most. In 2025, we'll proudly celebrate our 35th birthday. This incredible milestone is a testament to the power of compassion, community, and the belief that even in the most difficult times, dreams can come true.

We are a small but mighty team, united by a shared commitment to making a real and lasting difference in the lives of children across the UK. Every role at *When You Wish Upon a Star* plays a vital part in delivering our mission.

If you believe in the power of a wish, and if you're ready to use your talents to help change lives, we would love to hear from you.

Warm wishes,

Joe Williamson

Chief Executive Officer

When You Wish Upon a Star



ABOUT WHEN YOU WISH UPON A STAR



When You Wish Upon a Star is a UK charity with a simple but powerful mission: to grant the wishes of children living with life-threatening or terminal illnesses. Since our founding in 1990, we have brought joy, hope, and unforgettable memories to thousands of children and their families during some of the most difficult times in their lives.

From magical trips to Lapland to meeting a favourite celebrity or experiencing a dream adventure, every wish we grant is uniquely tailored to bring smiles, lift spirits, and provide precious moments of happiness and togetherness.

In 2025, we celebrate our 35th birthday - three and a half decades of wish-granting magic made possible by the dedication of our supporters, volunteers, and staff. As we look to the future, we are more ambitious than ever to grow our impact, reach more children across the UK, and continue delivering life-changing moments that truly matter.

By joining our team, you'll become part of a passionate, child-focused charity that believes in the extraordinary power of a wish.



THE ROLE

This is a pivotal leadership role at a time of strategic change and opportunity.

The **Head of Income Generation** will be responsible for delivering significant and sustainable income growth across our key fundraising streams: **Corporate Partnerships, Community & Events, Trusts & Grants, Legacies, and Lottery & Individual Giving.**

You will lead, inspire, and develop a high-performing fundraising team, and play a key role in shaping our organisational direction as part of the Senior Leadership Team. This role requires strategic thinking, strong leadership, and a hands-on approach to business development and relationship building.





KEY RESPONSIBILITIES

Strategic Leadership

- Lead the development and delivery of the income generation strategy in line with the new three-year organisational strategy.
- Identify and develop new opportunities for sustainable income generation across all core streams.
- Set and monitor annual income targets, KPIs, and budgets, ensuring accountability and strong financial oversight.
- Support the CEO as part of the Senior Leadership team and contribute significantly to the growth of the charity.
- Hold a key working relationship with the Marketing and Comms Manager, making sure both departments are fully aligned with our new strategy.

Fundraising Development

- Oversee and grow income across:
 - Corporate Partnerships – build strategic, long-term relationships with businesses.
 - Community & Events – lead a refreshed programme of events and supporter engagement.
 - Trusts & Grants – work with external agencies to support in securing significant grants.
 - Legacies – work with external agencies to nurture and grow our legacy giving programme.
 - Lottery & Individual Giving – expand and innovate our donor base through creative campaigns.

Team Leadership

- Manage, support, and develop the Fundraising Team, fostering a culture of collaboration, ambition, and performance.
- Embed a values-led, supporter-centric approach within the team and across the charity.

Stakeholder Engagement

- Represent the charity externally to funders, supporters, and partners with professionalism and passion.
- Collaborate closely with the CEO and trustees to develop funding cases and cultivate strategic relationships.

Monitoring & Reporting

- Ensure effective monitoring and evaluation of income activities, providing timely and insightful reports to the CEO and Board of Trustees.
- Ensure compliance with all fundraising regulations, ethical standards, and best practice.

PERSON SPECIFICATION

All applicants should already have the right to work in the UK.

Essential Criteria

- Proven experience in a senior fundraising role, ideally across multiple income streams.
- Educated to degree level or equivalent.
- Demonstrable success in developing and delivering fundraising strategies that have achieved growth.
- Strong leadership skills with experience in managing and motivating teams.
- Excellent relationship management and communication skills, with the ability to inspire confidence and trust.
- Strategic thinker with the ability to translate vision into action.
- Experience of seven figure, multi project budget management, financial reporting, and performance analysis.
- Commitment to the mission and values of When You Wish Upon a Star.
- High level of competence in use of CRM systems and social media.
- Experience of stewarding donors and supporters at all levels.

Desirable Criteria

- Experience in charity lotteries and/or legacy fundraising.
- Understanding of the children's charity sector or health-related causes.
- Previous experience of developing innovative strategic plans.



TERMS OF APPOINTMENT



Role title: Head of Income Generation

Responsible to: CEO

Responsible for: Fundraising Team

Location: Hybrid (Head Office – Nottingham)

Salary: £40,000 - £50,000

Full/part-time: Full-time

Contract length: Permanent, subject to a six-month probationary period

PERKS AND BENEFITS

- 25 holidays rising up to 30 over 5 years plus bank holidays
- 3 day Christmas holiday shutdown
- Enhanced policies above statutory minimums
- Private Healthcare
- Flexible working hours
- Staff Socials
- Well-being programme
- Personalised Workforce development plans
- Annual training and continued professional development budget

HOW TO APPLY

To apply, please submit the following documents:

- Covering letter addressing relevant experience for the role (two A4 pages max)
- Current CV (two A4 pages max)

For more information, please contact Louise Portnall, Recruitment Consultant at Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk.



When you wish
upon a star

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