



# Age UK Oxfordshire Head of Fundraising & Marketing

**Candidate Pack**  
**July 2026**



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Oxfordshire  
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# 1

## Introduction

Thank you for your interest in joining us as our new Head of Fundraising & Marketing.

This is one of the most important leadership appointments we will make in the coming years.

Age UK Oxfordshire and Action for Carers Oxfordshire exist to ensure that older people and unpaid carers are seen, heard, included, and valued. Every day we support people at moments of uncertainty, vulnerability, change, and transition. We help individuals remain independent, tackle loneliness, navigate complex systems, secure support and benefits they are entitled to, and live with greater confidence and dignity.

When we step back and look across our charity group, the scale of our work is significant. Together, we employ 134 people (105 FTE), engage around 275 volunteers, and work alongside trustees, partners, and supporters to improve lives across Oxfordshire. Collectively, they give their time, expertise, and care to support more than 16,000 older people and unpaid carers each year, making us one of the largest and most influential independent local Age UK charities in the country.



We are also a financially strong and ambitious organisation. Our group turnover is approximately £6 million, supported by reserves exceeding £1.5 million. Importantly, our Board has designated funds for investment in growth and transformation as part of our Strategy to 2030, reflecting a clear commitment to building long-term sustainability and increasing our impact in the years ahead.

Our ambition is backed by action. In recent years we have invested in additional fundraising, marketing, and communications capacity, strengthening the foundations for future growth. The successful candidate will inherit and lead a team of five colleagues.

# 1

## Introduction

While most of our income comes from commissioned services and contracts, voluntary income remains strategically important to our future. Over the last five years, annual voluntary income has ranged from approximately £400,000 to £1 million. However, that headline figure has been influenced by the timing and value of legacy gifts. Excluding legacies, annual voluntary income has typically been between £300,000 and £500,000, with much of this currently generated through our successful Trusts and Foundations income.

We see this as both a strength and an opportunity. We have built a solid platform. We now want to diversify, broaden, and grow our supporter base, strengthen our profile and influence, and unlock new sources of sustainable income that will help us achieve our long-term ambitions.

Our goal is clear. By 2030, we aim to at least double our voluntary income, sustainably and responsibly, building on the foundations already in place. This is not growth for growth's sake. It is about enabling us to reach more people, support more communities, tackle loneliness, poverty, and inequality more effectively, and increase the positive difference we make across Oxfordshire. That is the challenge, and the opportunity, at the heart of this role.

But this role is about more than income. Fundraising and marketing are ultimately about helping people connect with a cause they care about. They are about telling compelling stories, building trusted relationships, inspiring action, and enabling people to make a difference. Behind every donation, grant, partnership, and campaign is an opportunity to improve someone's life. Behind every successful fundraising strategy is a stronger, more resilient charity, able to do more for the people who rely on it.

We are looking for someone who really wants to be part of this, someone who combines strategic thinking with practical delivery, ambition with humility, and commercial awareness with a deep commitment to our values and mission. In return, you will have the opportunity to help shape the future of a respected and ambitious charity at a pivotal moment in its journey.

If that excites you, I look forward to hearing from you.

With warmest regards,



**Paul Ringer**  
Chief Executive

# 2

## About us



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## Age UK Oxfordshire

Age UK Oxfordshire is a local, independent charity dedicated to creating a fairer later life for older people and unpaid carers across Oxfordshire. For more than 65 years, we have been a trusted source of support, information and advocacy, helping people remain independent, connected and in control of their lives.

We work to challenge ageism, tackle inequality and ensure that older people and unpaid carers are seen, heard, included and valued. Our focus is on those facing the greatest challenges, particularly people affected by poverty, loneliness, social isolation, illness or disability, and those caring for loved ones.

Oxfordshire's population is ageing rapidly, while many older people experience poor health, financial hardship or loneliness. In response, we provide community-based support that helps people access their rights, navigate complex systems, build meaningful social connections and maintain their independence. Through advice, advocacy, social connection services and practical support, we help people live with greater confidence, choice and dignity.

Alongside our direct services, we use our expertise and local insight to shine a light on the issues affecting older people and unpaid carers. We work collaboratively with public services, community organisations, universities and businesses to influence change, strengthen local communities and ensure that the voices of older people are heard.

Our strength lies in our people. Our dedicated staff and volunteers combine professional expertise with compassion, taking the time to build meaningful relationships and connect individuals with the support they need. Deeply rooted in local communities across the county, we understand the challenges people face and are committed to making a lasting difference where it matters most.

Today, Age UK Oxfordshire supports thousands of older people and unpaid carers each year, working every day to help create communities where people can age well, stay connected and lead fulfilling lives.

# 2

## About Us



### Our Vision

An age-friendly Oxfordshire where every older person and unpaid carer is seen, heard, included and valued; every day matters for everyone.

### Our Mission

To provide community-based support that promotes independence, tackles inequality and drives change where it matters most, focusing on older people and unpaid carers affected by poverty, loneliness or illness/disability.

### Our Values

Listen

Compassion

Empower

Shaped by our staff, the people who know our work best, our values sit at the heart of everything we do and guide every decision: listening deeply, acting with compassion and empowering people.

### Our principles

1. We keep our **focus on the rights and needs** of older people and unpaid carers.
2. We value individuals, **go beyond EDI compliance** and take an intersectional view.
3. We use data/evidence to **simplify things**, plan, make decisions and report impact.
4. We embrace **continuous improvement**, latest ideas, perspectives and change.
5. We achieve success as **'one team'** with a strong sense of collective responsibility.
6. We make **bold choices** to do what's best for the charity and those we support.

# 2

## About Us

### Age UK Oxfordshire (Group)

#### Leadership structure / line reports



For a fairer later life

# 3

## Role description





## Role details

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Role title:</b>     | Head of Fundraising & Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Salary:</b>         | £60,000 per annum FTE (pro rata for part-time hours)                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Location:</b>       | Hybrid (minimum 2 days/week in the Abingdon office)                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Reports to:</b>     | CEO                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Department:</b>     | Leadership team (working with colleagues across the charity at all levels)                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Direct reports:</b> | <ul style="list-style-type: none"> <li>• Trusts &amp; Foundations Officer</li> <li>• Planned Giving Officer</li> <li>• Marketing and Communications Manager</li> <li>• Marketing Assistant</li> <li>• Fundraising (Supporter Services) Admin</li> </ul> <p>It is anticipated the post may line manage up to 6 reports covering all fundraising, marketing, communications roles across the group. The post will lead / manage cross departmental projects.</p> |
| <b>Member of:</b>      | Leadership team; routinely attends Board and Committee meetings (e.g. Finance, Fundraising).                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Contract/Hours:</b> | Permanent / Full time 35 hours per week (0.8FTE to be considered)                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>DBS:</b>            | Enhanced                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Benefits:</b>       | <ul style="list-style-type: none"> <li>• 28 days holiday, plus Bank Holidays increasing to 33 days after 5 years</li> <li>• Pension scheme</li> <li>• Free on-site parking</li> <li>• Charity paid cash health plan</li> <li>• Charity sick-pay</li> <li>• Cycle to work scheme</li> <li>• Option to join Blue Light Card scheme</li> </ul>                                                                                                                    |



## Context

Employing some 140+ people and engaging 300+ volunteers, the charity has an exceptional record of innovation, advocacy and enabling support to the most disadvantaged carers and older people in the county, as well as a strong influencing role in line with the national work of Age UK.

Our **distinctives and differentiators** include:

- Trusted brand / household name / '65yr old' story (founded in 1960s).
- Well-suited people with relevant lived and/or work experience (checked / vetted).
- Specialist knowledge, skills (training) to work with older people and unpaid carers
- Local community / professional system knowledge (adult social care and health).
- The time our workforce spends with older people (relative to other professionals).

Our 2025 staff survey highlighted the importance of clearer, more joined-up fundraising, marketing, and communications activity. Colleagues told us they want:

- Clearer, **more consistent organisational messaging and branding**, so people understand what the charity does, how services fit together, and how decisions are communicated and followed through.
- **Clear roles, priorities and collective capability** in fundraising, marketing and communications, aligned to delivery at pace and the charity's income and growth ambitions.

This **new role** is an investment and will lead a step-change in line with our Underpinning Principles and staff-expressed appetite for clearer, more joined-up external engagement. The postholder will lead on two strategic priorities:

- To diversify and grow income by strengthening our public profile, propositions, and routes to support.
- To increase voluntary support by growing and energising our community of supporters, volunteers, and ambassadors.



## Job purpose

Working closely with the CEO to ensure the charity's ambitions, as described in the Strategy to 2030 and the 2026–27 Plan on a Page are delivered, the role holder will proactively lead integrated fundraising, marketing, and communications work. The role is pivotal in aligning planning and tactical decisions to build a sustainable income engine, strengthening the charity's profile, performance, and impact at scale.

## Role description

### **1. Income strategy and delivery**

Lead the development and delivery of a clear, evidence-based income growth strategy, diversifying and growing income streams to deliver the charity's agreed income ambitions and reduce reliance on any single source.

### **2. Integrated fundraising, marketing, and communications**

Hold full accountability for all fundraising, marketing and communications activity, ensuring strategy, brand, propositions, campaigns, and channels are integrated, coherent and focused on measurable impact.

### **3. Supporter growth and engagement**

Grow and deepen relationships with supporters, including donors, volunteers, ambassadors and advocates, increasing participation, loyalty, and lifetime value in line with our strategic ambitions.

### **4. Insight, data, and performance discipline**

Use insight, data, and performance management to inform decision-making, strengthen propositions, improve return on investment, and give the CEO and Board a clear grip on income and engagement performance.

### **5. Leadership, culture, and capability**

Lead and line-manage all fundraising, marketing and communications staff, setting clear priorities, expectations and accountability, and building a confident, high-performing culture aligned with the organisation's values and Principles.

### **6. Organisational leadership and profile-raising**

Act as the organisation's most senior income and external-engagement leader, working closely with the CEO and trustees to raise the charity's profile, influence, and credibility, contributing actively to collective leadership and strategic delivery.

The above list is comprehensive but not exhaustive. You will be expected to undertake other responsibilities, reasonable and relevant to the role.

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## Person specification



We are here to  
support older people  
to live life to the

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www.ageuk.org.uk/oxford



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# 4

## Person spec



### Qualifications

- Educated to degree level or demonstrable equivalent (i.e. capacity to learn at pace, analyse information, apply insight, exercise judgement, and sustain delivery through complexity and challenge).
- Professional qualification in a relevant field (e.g. fundraising, marketing, communications).

### Desirable

- Membership of a relevant professional body (e.g. IoF, CIM); Evidence of accredited continuous professional development e.g. digital transformation, data-led growth, commercial strategy.

### Experience

- Experience across most areas of income generation, including at least two from:
  - voluntary income (e.g. trusts & foundations, legacies, individuals, community)
  - marketing and communications
  - supporter or audience growth and engagement
  - digital fundraising or campaigns
  - brand, proposition, or programme development
- Proven experience of successfully leading multi-disciplinary teams and managing people, including line management and leadership through influence/matrix working to deliver shared outcomes.
- Experience demonstrating a strong understanding of integrated income and engagement models, with proficiency in leading fundraising, marketing, and communications as a joined-up system rather than discrete functions.
- A proven record of developing and implementing income or growth strategy aligned to organisational purpose, values and long-term direction, including delivering measurable results or step-change improvement.

### Desirable

- Demonstrable success delivering income growth, diversification, or transformation in a VCSE or mission-driven organisation operating at scale.

# 4

## Person spec



### Knowledge

- Strong grip of contemporary fundraising, marketing, communications models, inc. audience-led growth, brand-led fundraising, digital, data-driven approaches.
- Knowledge of the regulatory, ethical and governance framework for fundraising in the UK, inc. Charity Commission guidance and Fundraising Regulator's Code.
- Knowledge of risk management, public trust considerations, and safeguarding principles as they apply to fundraising, communications, public-facing activity.
- Awareness of current VCSE sector trends, income challenges and emerging best practice in income generation, supporter engagement and profile-raising.

### Desirable

- Authoritative knowledge level in one or more specialist areas e.g. major giving, digital fundraising, brand and communications strategy, income diversification

### Skills

- Strategic and analytical thinking skills, with the ability to set direction, prioritise effectively and translate strategy into delivery at pace.
- Excellent communication skills, including the ability to present complex information, develop compelling narratives and write credible Board-level papers.
- Advanced interpersonal and influencing skills, able to build strong relationships, collaborate across functions and influence stakeholders, including trustees.
- Excellent organisational and planning skills, including leading and delivering programmes of work, managing competing priorities and meeting deadlines.
- Advanced people leadership and team development skills, including leading high-performing teams through change, integration, and growth.
- Strong capability in using data, insight, and evidence (e.g. income metrics, ROI, pipeline performance, benchmarks) to plan, monitor, report and make decisions.
- Ability to establish professional credibility quickly and operate effectively with staff, volunteers, managers, and trustees across the organisation and externally.
- High-level of self-awareness and commitment to continuous professional and personal development.
- Commitment to justice, equity, diversity and inclusion (JEDI) and understanding of how this informs ethical, inclusive fundraising and communications.
- Confident user of MS Office applications, with the capacity to master CRM, digital fundraising platforms and insight or marketing systems (e.g. Donorfy, Just Giving)

# 4

## Person specification

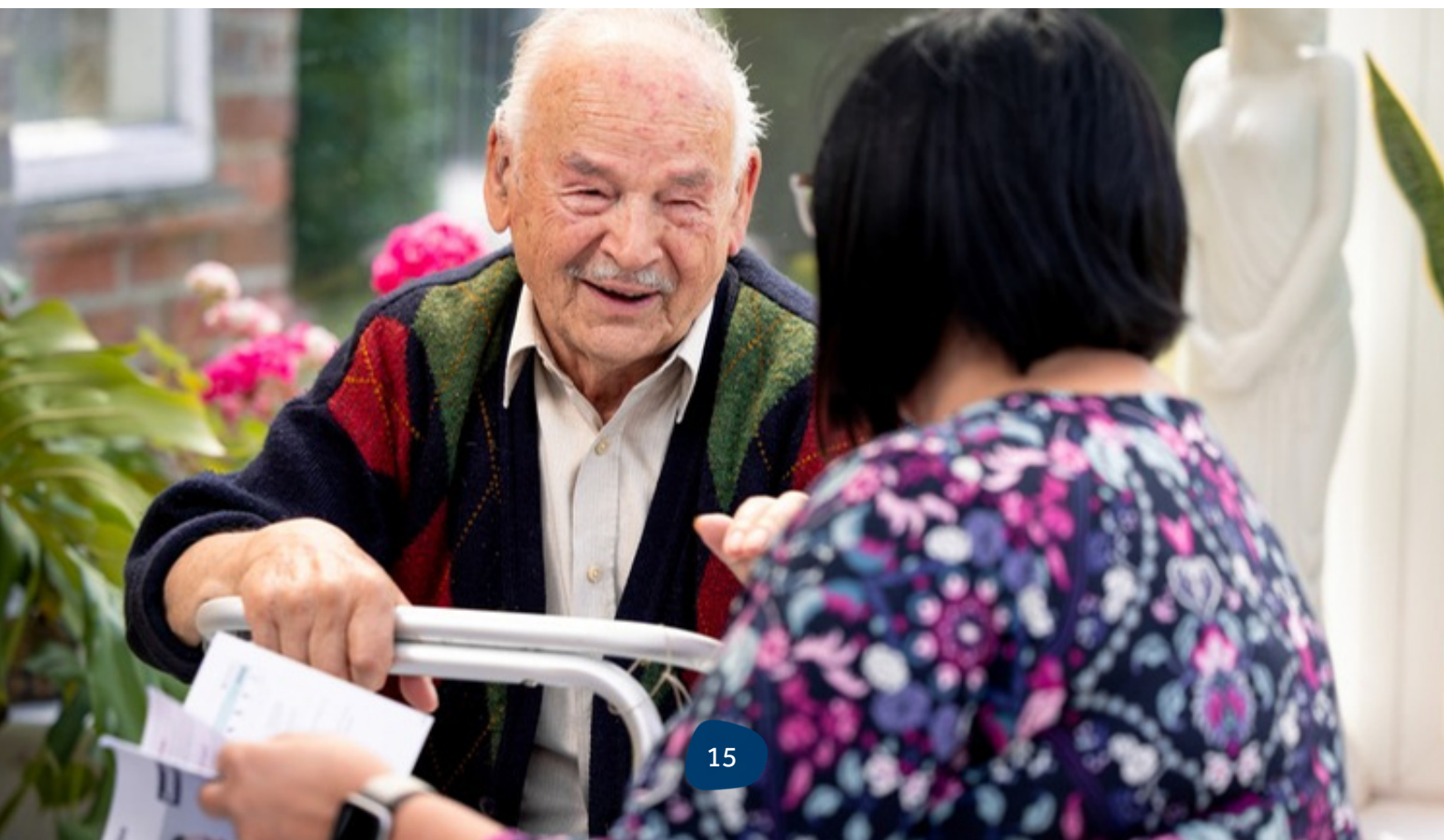


### Additional

The postholder is expected to ensure full compliance with Charity Commission guidance and the Fundraising Regulator's Code of Fundraising Practice, and to apply recognised sector best practice in all fundraising, marketing and communications activity, safeguarding public trust, the charity's reputation, and regulatory standing.

You are expected to commit to the vision, mission, and values of the Age UK Oxfordshire group, and be keen to learn / develop new skills and take on challenges.

**This role is subject to an Enhanced DBS check.**



# 5

## How to apply



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# 5

## How to apply



Age UK Oxfordshire is working exclusively 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 and describing any potential conflicts of interest (no more than 2 pages).

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

Sandra Smith, Senior Consultant of Charisma Charity Recruitment on 01962 813300 or email [info@charismarecruitment.co.uk](mailto:info@charismarecruitment.co.uk)

We welcome and encourage expressions of interest 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: 18 August 2026**
- **Charisma vetting interviews must be completed by: 24 August 2026**
- **Interviews with Age UK Oxfordshire: Wednesday 9 and 16 September 2026**



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