

**NSPCC**



**Together,  
we'll change  
children's lives**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

Registered charity numbers:  
216401 and SC037717.

## Job Description

---

**Job Title:** Fundraiser - Volunteer Board Fundraising

**Directorate:** Engagement & Fundraising (Philanthropy & Partnerships)

**Team/Department:** Volunteer Board Fundraising (Supporter Led Fundraising)

**Location:** Wales (home based or hybrid)

**Salary:** £31,171 - £36,631 dependent on experience

Date last amended: January 2026

## Context and Background

The NSPCC relies on voluntary income for the majority of its work to keep children safe, prevent abuse and ensure every child has a voice. To secure long-term sustainability, the charity has reshaped how it engages supporters through the Engagement and Fundraising Directorate. Within this, the Philanthropy and Partnerships Department brings together high-value audiences and supporter-led income. The Volunteer Board Fundraising team leads income generation through regional and national volunteer boards, volunteer-led fundraising initiatives and delivery of special events through our high value event committees. These activities play a vital role in maximising sustainable income, engaging senior volunteers, and supporting long-term supporter relationships.

The volunteer boards are made up of influential and successful senior stakeholders who feel passionately about the NSPCC and volunteer their time to help the NSPCC generate income and awareness. They employ a range of fundraising techniques to reach their goals – their focus being to use their networks and influence to secure income generating opportunities via events, corporate partnerships and major gifts from individuals.

This role will support, and lead the growth and development of, the successful Wales Fundraising Board which has been established for over 25 years, initially as the NSPCC Full Stop Appeal Board for Wales. The board has helped to lead and organise balls and dinners, overseas fundraising challenges and a variety of events in Wales and the rest of the UK. The board's 'Building Brighter Futures' appeal secured funding to build the NSPCC's dedicated Wales hub in Cardiff, Diane Engelhardt House, opened in 2010. The key focus of the current board is to support the raising of over £1m annually from a range of supporter audiences and promote the NSPCC across Wales by organising events (both fundraising and engagement), establishing new contacts – primarily high net worth individuals and corporate partners – and supporting the delivery of NSPCC services including recruitment of volunteers and supporting access to NSPCC services.

# NSPCC

The team works closely with colleagues in Philanthropy and Partnerships (corporate partnerships, major gifts, trusts and statutory), Public Engagement (marketing, brand, digital), and Fundraising Operations (data, compliance, finance, procurement) to ensure volunteer fundraising is integrated into supporter journeys, delivers excellent experiences, and achieves strong ROI.

The role of the Fundraiser is to cultivate and steward key relationships and deliver special projects across the volunteer board and their network to deliver against annual income plans.

## Job purpose

- To contribute towards the delivery of sustainable income through the Wales Fundraising Board
- To contribute towards the delivery of annual income and engagement plans, ensuring volunteer activity is high-quality, compliant, and supporter-centric
- Build and manage relationships with senior volunteers and board members, maximising long-term support and value
- Provide operational support and management of volunteer partnerships & projects

## Key relationships - Internal

- Member of the Volunteer Board Fundraising team
- Reports to a Fundraising Manager, Volunteer Board Fundraising
- Works with colleagues across Philanthropy & Partnerships, including Corporate Partnerships, Major Gifts, Trusts and Statutory and Supporter Relationship Fundraising.
- Member of the Wales Leadership Group, supporting the Assistant Director for Wales and other Wales-based colleagues and teams.
- Collaborates with Public Engagement (marketing, brand, digital) to support volunteer fundraising campaigns and engagement
- Works with Fundraising Operations (data, compliance, finance, procurement) to ensure processes are efficient and compliant

## Key relationships - External

- Volunteer board chair, members and regional ambassadors including Wales Fundraising Board members and senior advocates
- NSPCC's Trustee for Wales
- Senior supporters and networks (individuals and organisations) engaged through volunteer-led activity
- Agencies, venues and suppliers supporting volunteer fundraising
- External peers and networks within the volunteer fundraising sector

### Contributing to Volunteer Partnerships Strategy and Income

- Contribute to the delivery of the Volunteer Partnerships annual business plan to maximise net income and long-term value through the volunteer boards
- Support the Wales Fundraising Board and their networks, ensuring their fundraising and engagement delivers sustainable income and long-term value
- Lead on delivery of specific fundraising projects.
- Support a portfolio of fundraising and stewardship events led by the Wales Fundraising Board to engage with new and existing supporters both in and outside of Wales.
- Contribute to KPIs for income, supporter experience and ROI, addressing risks and identifying opportunities for growth
- Lead on the delivery of business cases for new volunteer-led initiatives by the Wales Fundraising Board

### Managing Volunteer Relationships

- Steward senior volunteers and board members, ensuring they feel supported, inspired and connected to the NSPCC's mission
- Provide tools, resources and guidance to volunteers to support their fundraising and advocacy
- Carry out research through a range of sources, to contribute to proposals, donor strategies and fundraising communications.
- Develop and create engaging materials for external audiences
- Ensure compliance with NSPCC policies, fundraising regulations and best practice in all volunteer-led activity

### Collaboration and Centre of Excellence

- Act as a centre of expertise for volunteer-led fundraising across the NSPCC
- Collaborate with colleagues across Engagement & Fundraising to embed volunteer fundraising within wider supporter journeys and campaigns

### Budgeting, Finance and Evaluation

- Contribute to the budgets for volunteer fundraising activity, whilst supporting the Fundraising Manager to accurately monitor income and expenditure
- With the support of the Fundraising Manager, ensure accurate data capture and reporting
- To provide financial administrative assistance to budget holders, including processing invoices, placing orders, undertaking financial analysis, cash handling and banking in line with NSPCC policies and procedures.

# NSPCC

## Responsibilities for all Staff within the Income Generation directorate

- To update databases and supporter information systems as directed, in line with Data Protection legislation and NSPCC policy and procedures.
- To actively participate in regular department and team meetings, contributing to strategy, discussions and decisions which will be beneficial to the Directorate and wider NSPCC activities.
- To adhere to all the NSPCC's standards, policies and procedures.
- To evidence an understanding of and commitment to the NSPCC's values and behaviours.
- To maintain an awareness of and comply with data protection regulations and internal data protection policies.
- To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- To work in a manner that facilitates and encourages inclusion.
- To be proactive in identifying ways to improve personal and team performance
- To maintain an awareness of own and others' Health and Safety and comply with the NSPCC's Health and Safety policy and procedures
- To take personal responsibility for keeping up to date with NSPCC work to end cruelty to children, including securing updates on project and service developments and general NSPCC news
- **A commitment to safeguard and promote the welfare of children and young people**

### Person specification

1. Experience of building effective relationships through face to face interactions with existing and new high-level individuals and/or organisations, leading to securing fundraising income via long-term partnerships.
2. Commercially minded; ability to apply commercial knowledge and understanding to fundraising partnerships ensuring that NSPCC activity has a competitive edge in the market place. NSPCC fundraising activity must be appealing and commercially viable.
3. Exceptional project management skills; ability to see a project through from start to finish, reaching a desired income target. Must have meticulous planning skills and show great attention to detail. Must be self-motivated and highly proactive.
4. Target driven with proven financial management and reporting skills, including accurate budgeting and contingency planning. A track record of achieving financial and departmental objectives.

5. Knowledge of corporate social responsibility and individual philanthropic motivations and current trends in high value and corporate fundraising across the UK.
6. Excellent written and verbal communication skills to deliver fundraising pitches, ideas and project updates to a range of audiences in a clear, inspiring and confident way.
7. Able to work harmoniously with internal colleagues across teams to achieve joint objectives. Working collaboratively; demonstrating an understanding of other team's goals and priorities. Able to negotiate successfully with others to achieve a desired outcome.
8. Ability to organise and plan own work, juggle competing demands, manage projects and establish clear timelines and priorities in order to meet agreed objectives.
9. Proven ability to demonstrate initiative and creativity.
10. Experience of a fundraising CRM package is desirable but not essential; training provided.

The ability to engage in communications using the Welsh language is also desirable in this role.

## Safer Recruitment

As an organisation, we are committed to creating and fostering a culture that promotes safeguarding and the welfare of all children and adults at risk.

Our safer recruitment practices support this by ensuring that there is a consistent and thorough process of obtaining, collating, analysing and evaluating information from and about candidates to ensure that all persons appointed are suitable to work with our children and adults.

The recruitment and selection of our people will be conducted in a professional, timely and responsive manner and in compliance with current employment legislation, and relevant safeguarding legislation and statutory guidance.

- Always seek to recruit the best candidate for the role based on merit including their skills, experience, motivation and competencies. Our robust recruitment and selection process should ensure the identification of the person best suited to the role and the organisation.
- Committed to diversity and equality of opportunity and will interview all applicants (internal and external) who self-declare at application as having a disability and who meet the minimum requirements in the person specification of the vacancy they are applying for.
- We will make reasonable adjustments at all stages of the recruitment process in order to enable successful candidates who declare disabilities to start working or volunteering their time with us.
- Any current member of staff or volunteer who wishes to apply for vacancies and is suitably qualified will be considered and addressed fairly and objectively based on their merit.
- As an organisation committed to safeguarding, we will ensure all under 18's joining the organisation will have ongoing risk assessments to ensure their role and activities are safe and appropriate.
- All documentation relating to candidates will be treated confidentially in accordance with the GDPR legislation.