

# Director of Fundraising & Communications

## Recruitment Pack

Valued.

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# Welcome letter from the Chief Executive

Thank you for your interest in this role at Buttle UK.

We believe that Buttle UK is a special organisation, both because of the direct difference we make in the lives of vulnerable children and young people by providing vital items and activities and because of the people and culture of the charity itself. The need for versatile and speedy support for children and families remains critical and we strive to ensure that the grants remain flexible to the needs of a changing landscape. Delivering and improving these grants ensures we continue to help families and young people immediately.

But, after a process of reflection and the creation of our new strategy, we no longer think it is enough just to continue our intervention in this way. We believe that we should also work to change the very system that is often dragging more into poverty, especially during and after a period of crisis in their lives. As part of our work, we will use our expertise and insight to better understand and explore who our priority grantees are and why – and how they have ended up where they are now. We will also explore and test what other grant options there are that would have a deeper impact for these priority groups.

We are also extremely proud of the culture of the organisation and of our people, who are resourceful, experienced and empathetic and who are so vital to everything that the charity does. We will continue to support them and to employ new staff to help us in building and improving the organisation and drive the delivery of our strategy.

These factors combine to mean that, this year, we aim to support 5,500 children and young people with a grants budget of over £5.5m. We aim to continue with this level of support to ensure we are helping children and young people in the toughest of times.

I hope you would like to play a part with us in supporting children and young people in crisis and continuing to build on Buttle's success and we look forward to hearing from you.

**Joe Howes**  
**Chief Executive, Buttle UK**



# Background information

## About Buttle UK

Founded in 1953, Buttle UK is a charity dedicated to supporting children and young people across the UK who face crisis situations, financial hardship, and multiple social challenges. Our mission is to enhance emotional, educational, and social outcomes through targeted interventions, primarily through our Chances for Children grants.

We support children and young people living in severe poverty, often on incomes under £18,000 a year. Many face challenges such as domestic abuse, mental health issues, estrangement, or neglect. Our grants, up to £2,400, are tailored to each individual's needs. This can be as simple as a new school uniform to help them settle in school; support for family or play therapy; or membership of a club or activity so that they can explore something they enjoy, socialise and have opportunities to make friends. We can also help with items like beds, toys, clothes or even a TV. Our grants help children to live a life that feels a little more like other children's. For those experiencing particularly disruptive home environments, we also provide grants enabling access to boarding school placements. These initiatives are designed to create safe, nurturing environments and foster wellbeing-promoting activities, ultimately empowering children and young people to thrive academically, emotionally, and socially.

You can read more about the impact of our work [here](#).





## Our context as we step into our next strategy

Child poverty continues to increase in the UK, and unless this figure turns around sharply, we will see greater need for the simple items and activities we provide, yet all of us would agree are essential for children.

We currently provide direct support to alleviate the impact of poverty and crisis, but we are not tackling the underlying issues that drive poverty. Our own report, [‘Growing up in Poverty’ \(2024\)](#) highlights that the situation our Chances for Children grants aim to support is getting tougher in an incredibly challenging environment and that we are facing a ‘poverty emergency’. Knowing what we know, we believe that we cannot continue to only intervene in this way without working to change a broken system that is dragging more into poverty, particularly the most vulnerable that are also facing significant crises in their lives.



## **Our work in co-production with the communities we support**

It has been our goal to embed the concept of co-production into our culture and work, so we can harness the power of those with direct experience of the issues we seek to address. To support this, we have developed two key groups:

- A Youth Advisory Panel of young people aged 16-25 who have experienced crises and financial hardship
- An Advisory Network consisting of professionals and families with learned and lived experiences of the issues Buttle UK is trying to tackle.

## **Our Strategy**

By moving beyond a reactive approach and leveraging its unique assets, Buttle UK aims to create lasting, systemic change, ensuring that poverty and crisis do not define a child's future. This strategy positions us not just as a grant-maker but as a changemaker, committed to ensuring that no child's future is determined by poverty and crisis.

**Our 2025-30 strategy has three key objectives towards our aim to ensure that poverty and crisis does not define a child's future:**

1. Deliver impactful grants
2. Amplify our voice for change
3. Harness the power of our resources

You can read about our 2025-30 strategy in more detail [here](#).





# Our Vision

Poverty and crisis does not define a child's future

# Our Mission

The maintenance, education and advancement in life of children and young people who through poverty and family circumstances are in need of, and will benefit significantly from, Buttle UK's support.

# Our Values

**Child-focused.** We put children and young people first in the decisions we take. They are the focus of all our efforts and energy.

**Empathetic.** Empathy and compassion are central to our work with children, young people and families. We act with respect for all people, communities and cultures, and value this in our wider team as well as our grant-making.

**Responsive.** We are responsive to the needs of children and young people, with a focus on providing swift decisions. We listen and adapt so that we can do better in all aspects of our work and deliver more for those we support.

**Collaborative.** We collaborate in order to create chances for children and young people that are significantly disadvantaged by crisis and poverty. It is only through working in partnership that we can be truly successful.

**Accountable.** We are accountable to children, young people, and all those with whom we work. By recognising and acting on this accountability, we will most effectively and appropriately serve the communities for which we exist and deliver the best possible service to meet their needs.





## Director of Fundraising & Communications role description

**Responsible to:** Chief Executive

**Salary:** £71,689 – £73,528

**Hours:** 35 hours per week (job share maybe considered)

**Location:** Hybrid (1 day per week) - London, Oval

### Role Purpose

The Director of Fundraising and Communications is responsible for providing strategic leadership and operational management for Buttle UK's fundraising, marketing, and external communications. This role will be accountable for diversifying and growing income streams to meet the ambitious targets of the 2025-2030 strategy, and for enhancing Buttle UK's national profile to amplify the voice of children and young people affected by poverty and crisis.

### Key Responsibilities

#### Leadership

- Play a full part in the collective senior leadership of Buttle UK, role-modelling our values, empowering and inspiring your colleagues.
- As a member of the Senior Management Team, contribute to the strategic direction of the charity, ensuring fundraising and communications align with our strategic objectives.
- Lead, mentor, and motivate the Fundraising and Communications team, fostering a culture of high performance, innovation, and collaboration.
- Ensure our Fundraising and Communications activities are co-produced and informed by children and young people, in particular working with our Youth Advisory Panel.

#### Fundraising & Income Generation

- Oversee and drive the growth of a diversified income portfolio, with a particular focus on major donors, corporate partnerships, individuals, events and trusts & foundations.
- Lead and oversee multi-year planning, forecasting and pipeline development, to support in-year and long-term income generation.
- Spearhead the development of innovative fundraising propositions that articulate the charity's unique direct impact and align with the strategic shift towards addressing systemic challenges.
- Personally cultivate and steward high-value relationships with key funders, donors, and partners.
- Responsible for the monitoring and evaluation of Buttle UK's fundraising and the provision of regular reports to donors, volunteers and Trustees.
- Embed a fundraising and supporter engagement culture across the organisation.

- Provide expert advice and insight on income and engagement to the CEO, SMT and Board of Trustees.

- Develop the use of the Buttle UK's Raiser's Edge database for fundraising and marketing purposes.

- Responsible for appropriate systems and processes, in collaboration with the finance and operations team, to ensure compliance and financial confidence around fundraised income.

- Ensure all fundraising activities are compliant with relevant legislation and best practice standards.

### **Communications, Brand & Influence**

- Direct all external communications including media relations, digital channels, and supporter-facing content, ensuring a child-focused brand voice, that our supporters feel valued and we are upholding our organisational values.

- Oversee the development of compelling, high quality, marketing and campaigning materials that effectively communicate the impact of our work.

- Empower teams across Buttle to successfully deploy our brand, devolving this within the organisation.

- Build our resources to develop and deliver our influencing and advocacy focus as part of our 25-30 strategy. Work closely with the Director of Grants Development to translate Buttle UK's expert insight, data and research into powerful narratives that inform and influence the sector and policymakers.

- Lead the development and implementation of public facing campaigns/communications to raise awareness and advocate for change.

- Act as a credible and engaging spokesperson for the charity alongside the CEO and Director of Grants Development, engaging with the media and stakeholders.

### **Impact & Evaluation**

- Responsible for the development and maintenance of effective systems for the

monitoring and evaluation of all Buttle UK's work.

- Responsible for developing the staffing and technical resources required to fully utilise these systems, and to analyse and present their output, so that we can communicate the impact of the charity's work to a variety of audiences, and the grants team can use these findings to improve the efficiency and efficacy of Buttle UK's grantmaking.

- Oversee the timely generation of background research on the context of the organisation's work in relation to relevant policy and practice across the UK, and that can be used to identify specific subject areas from which reports and papers are produced that illustrate the significance of Buttle UK's work.

### **Financial and Operational Oversight**

- Prepare and manage multi-year budgets to align with key responsibilities under fundraising and income generation responsibilities.

- Utilise data and analytics to monitor performance, evaluate the effectiveness of strategies, and inform future decision-making.

- Carry out staff appraisal, monitor staff development and ensure development objectives are met.

- Ensure that any third parties used to support and deliver the fundraising and marketing strategy are selected with appropriate due diligence, and are managed effectively to deliver on their agreed targets and goals.

- Hold, manage and be responsible for such budgets, as may be delegated.

- Approve and authorise expenditure in accordance with budgetary constraints and delegated authority.

- Work in a flexible way when the occasion arises so that tasks, which are not specifically covered in the job description, are undertaken.

- Assess and take responsibility for one's own performance.

## Person Specification

### Knowledge and experience

- Evidential experience of senior level involvement in developing and implementing an organisation's fundraising and communications strategy.
- Experience of multi-million-pound fundraising with proven success in delivering revenue increases.
- Proven track record of developing relationships at a senior level with major donors, in particular individuals, the corporate sector and trusts and foundations.
- Experience in multi-year budget preparation and management, ensuring a strong return on investment.
- Success in leading, motivating and developing people, nurturing productive and successful teams
- Experience of innovation and diversification in income generation.
- Demonstrable experience of leading communications teams.
- Experience in leading, developing, and delivering influencing, advocacy, or policy-focused communications strategies. (desirable)
- Experience of embedding the voices of lived experience (children/young people) into strategy (desirable).
- Strong knowledge and experience of fundraising best practice, regulations, innovation and emerging trends.

### Skills, abilities and aptitudes

- Ability to work collaboratively within a senior leadership team, demonstrating collective responsibility.
- Ability to create strategy implementation plans and deliver projects.
- Outstanding ability to manage and influence internal and external stakeholders, including the

CEO, Senior Management Team, and Board of Trustees.

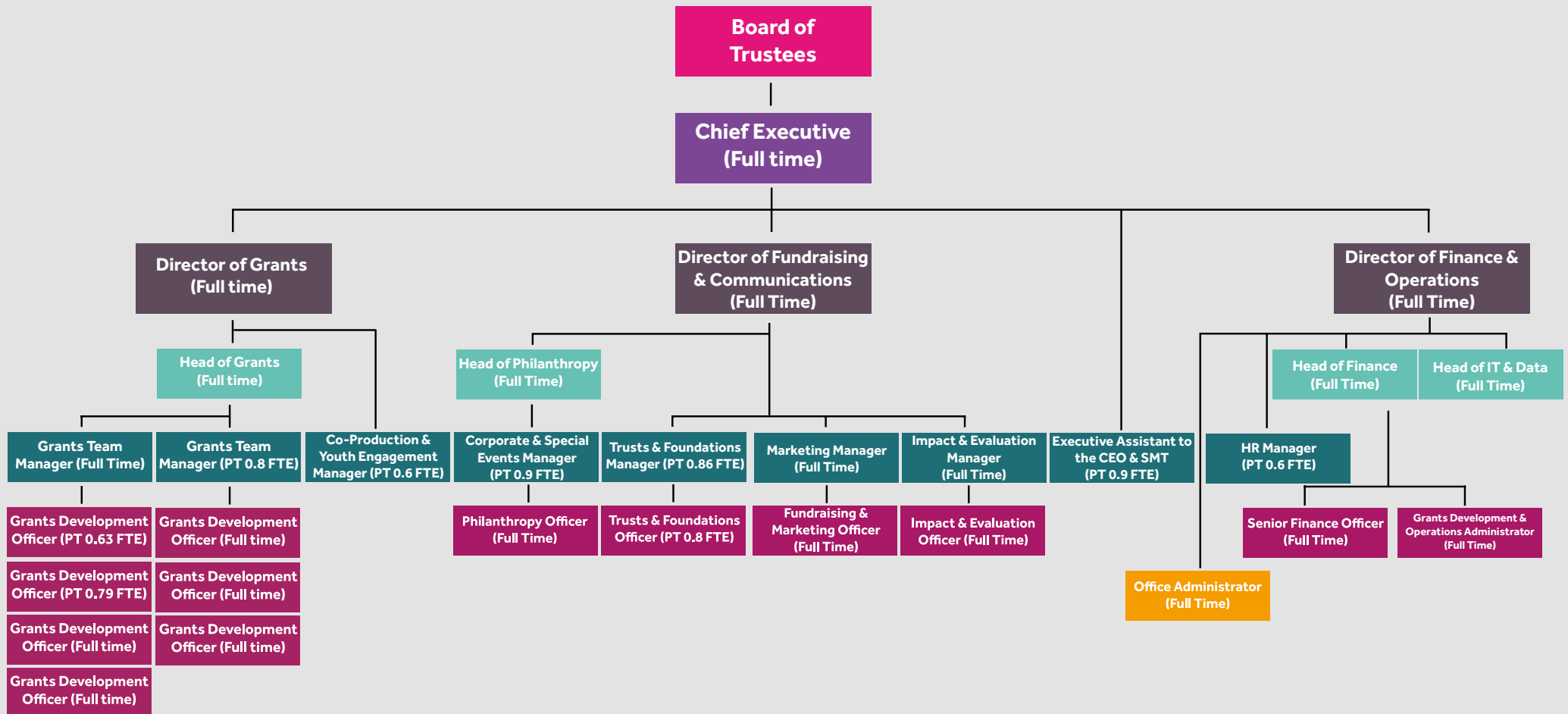
- Creative, with an ability to recognise and seek out opportunities to secure income.
- Ability to translate data, insight, research, and impact evidence into powerful and compelling donor and media narratives.
- Ability to inform, assist and communicate clearly with Trustees, volunteers and colleagues to generate enthusiasm for change.
- Ability to contribute to the strategic management of the organisation.
- Ability to prioritise and manage a varied and demanding workload, meet deadlines and work in an organised and systematic way.

### Attitudes

- Commitment to promote the best interests of children and young people and a willingness to develop an understanding of the challenges facing children and young people living in crisis and poverty in the UK.
- Commitment to equity, diversity and inclusion and to further the organisation's strategy in these areas.
- Commitment to support, learning, feedback and development for staff and personally.
- Adaptable and enthusiastic about taking on new responsibilities, with a focus on problem solving and identifying solutions.
- A self-starter with energy and drive.



# Organisational structure



## Buttle UK Theory of Change

### TO PROMOTE

Improved social & emotional wellbeing & increased capacity to engage in education.

### TO ENSURE

#### Home

Children & young people are growing up in a safe & nurturing place that meets their learning and development needs

#### Wider Community

Children & young people access activities that promote wellbeing and learning and build support networks

### TO PROVIDE

The items & activities that we expect all children to have & the extra resources that can help to overcome crisis & unlock opportunities.

### BY FUNDING

#### Chances for Children

Individually tailored grants that invest in children & young people's present & future lives.

### WE SUPPORT

Children & young people living in poverty & crisis.

Increasing Life Chance



## Bev's story

Bev has had a difficult life. Becoming a grandmother was a turning point for her; she realised then that she had never been a proper parent to her own children. Bev had worked really hard to turn her life around and was mortified to see her daughter making similar mistakes to her.

On Christmas Day she was forced to take her grandchildren in to live with her full-time. With three distressed children to look after, Bev was unable to stay in work. Her fridge-freezer was old, it leaked and caused the children to become ill. The youngest grandchild's bed had to be thrown away because it was infested with bed bugs.

In addition to a fridge-freezer, a Chances for Children grant funded a new bed and new bedding and towels for all the children.

Critically we also funded after school activities for all the children; gymnastics for the youngest, football sessions for the middle child and boxing lessons for the eldest grandson. This intervention has helped to give structure to the children's lives, ensuring they don't head down the same troubled path that Bev and her daughter had taken.





## Our commitment to Equity, Diversity & Inclusion.

We pride ourselves on being an inclusive organisation and welcome applications from all applicants, regardless of race, sex or gender, sexuality, socio-economic background or any other minority or protected characteristic.

To support anyone looking to apply for our positions we commit to:

- Paying for childcare for the hours in and around the interview process.
- Paying for your travel costs to the office and back for interviews if these are held in person.
- Holding interviews online if easier for candidates' circumstances.
- Making any reasonable adjustments to support your needs in the application and interview process.

Read more about our commitment to equity, diversity and inclusion across our organisation [here](#) and we have shared more information of the diversity of our Board on the same page.



## Buttle UK background reading, listening & viewing

For further information about our grant programmes and wider work please access on our website:

**READ:**

[The history of Buttle UK](#)

[Our 2025-2030 strategy](#)

[Our latest Impact Report](#)

[Our latest Boarding Report](#)

[Growing up in Poverty Report](#)

[The stories of those that have benefitted from Chances for Children grants](#)

**WATCH:**

[A video explaining our Chances for Children grants](#)

[What is poverty?](#)



## How to apply

Buttle UK is partnering with **Valued Recruitment**, an inclusive recruiter who is unafraid to represent the real you. If you would like more information about the role, please contact Anna Ludeman: [anna@youarevalued.co.uk](mailto:anna@youarevalued.co.uk) or phone on **07828 288704**.

To apply, please send Anna your CV and a letter (max. 2 pages) letting us know why you would like this role and what you can bring to us here at Buttle UK. Please also complete [this anonymous EDI questionnaire](#).

Accessibility is incredibly important to us here at Valued Recruitment and at Buttle UK. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.

### Recruitment Timetable

Activity	Date
Closing date for applications	Tuesday 25th November 2025
Shortlisting completed by	Wednesday 26th November 2025
First round interviews (online)	Tuesday 2nd & Friday 5th December 2025
Second round interviews (in person - London)	Monday 15th & Tuesday 16th December 2025
Decision by	18th December 2025

The appointment will be made subject to satisfactory references.







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