



COMMUNITY FUNDRAISER 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

We are looking for a dynamic and people-focused **Community Fundraiser** to join our team. You will engage with individuals, schools, local businesses, groups, and volunteers to inspire and grow support for the charity at a grassroots level.

This is a brilliant opportunity for someone who loves meeting people, building relationships, and organising creative fundraising initiatives. You'll be the face of the charity in the community, motivating others to fundraise and ensuring they feel supported every step of the way.





KEY RESPONSIBILITIES

- **Fundraising & Engagement**

- o Build, develop, and manage relationships with community supporters including individuals, schools, local clubs, faith groups, and small businesses.
- o Identify new fundraising opportunities and proactively engage new supporters.
- o Organise and attend community fundraising events, presentations, cheque collections, and supporter meetings.
- o Support third-party and volunteer-led fundraising initiatives to maximise income and engagement.

- **Campaign Delivery**

- o Deliver community fundraising campaigns and appeals in line with national fundraising strategy.
- o Support the planning and promotion of seasonal and localised fundraising activities (e.g. Easter, Christmas, Lapland appeals).

- **Volunteer Engagement**

- o Recruit, train, and support community fundraising volunteers and ambassadors.
- o Ensure volunteers feel valued and are equipped with the resources and knowledge to fundraise effectively.

- **Marketing & Communications**

- o Work with the communications team to promote community fundraising stories, activities, and events through social media, newsletters, and local press.
- o Support creation of fundraising packs and stewardship materials tailored to different community audiences.

- **Performance & Reporting**

- o Set, track, and meet agreed Key Performance Indicators (KPIs), including fundraising targets, supporter retention, and event participation.
- o Maintain accurate records of community activity, income, and relationships in the charity's CRM system.
- o Report regularly to the Head of Income Generation on performance, trends, and supporter feedback.

- **Compliance & Best Practice**

- o Ensure all community fundraising activity is delivered in line with Fundraising Regulator guidelines, safeguarding policy, and health and safety standards.
- o Promote ethical and responsible fundraising in all community engagement.

PERSON SPECIFICATION

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

Essential Criteria

- Experience in community fundraising, event management, volunteer coordination, or a similar supporter-facing role.
- Excellent interpersonal skills with the ability to build rapport quickly and inspire action.
- Strong organisational and time management skills; able to prioritise and work on multiple projects.
- Confident communicator with public speaking experience and a positive, proactive approach.
- Willingness to travel regularly for meetings and events

Desirable Criteria

- Knowledge of community fundraising trends and techniques.
- Experience using CRM or fundraising databases (e.g. Access, Raiser's Edge, BeaconCRM).
- Experience working with schools, clubs, or youth groups.



TERMS OF APPOINTMENT



Role title: Community Fundraiser

Responsible to: CEO

Location: Hybrid (Based at Head Office – Nottingham, three days a week)

Salary: £30,000 - £35,000

Full/part-time: Full-time

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

Start date: As soon as possible

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)

Please send your application to: joe.williamson@whenyouwish.org.uk



When you wish
upon a star

[WHENYOUWISHUPONASTAR.ORG.UK](https://www.whenyowishuponastar.org.uk)

CHARITY REG: 1060963 COMPANY REG: 3280440 OSCR REG: SC049019