



When you wish
upon a star

Individual Giving Lead 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. It is an exciting time to be joining our mission as you will have the opportunity to directly contribute to our new strategy ahead of 2027-2030.

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 celebrated 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

The Individual Giving Lead will play a critical role in building a sustainable future for the charity by developing and growing our mass-market and long-term supporter income.

This is a rare opportunity to build an Individual Giving function from the ground up, with no established Individual Giving or legacy programme currently in place. You will shape and grow income streams including regular giving, appeals, lottery, and legacies, creating meaningful supporter journeys and long-term value.

This includes strategic ownership of our lottery, newly launched in 2026, with responsibility for driving its growth and long-term success.

Working closely with the Head of Income Generation, you will design and deliver strategy, build systems and supporter journeys, and create the foundations for sustainable income growth and deeper supporter engagement.



Key Responsibilities

Individual Giving Strategy and Growth

- Develop and deliver a multi-year Individual Giving, Lottery, and Legacies strategy aligned with organisational priorities
- Build sustainable, repeatable income streams that increase long-term supporter value
- Shift income from one-off donations to regular and lifetime giving
- Use data, insight, and testing to inform decision-making and prioritisation
- Create the foundations for a scalable Individual Giving function

Individual Giving and Supporter Development

- Develop and grow Individual Giving income streams, including regular giving, appeals, and in-memory fundraising
- Design and deliver compelling, values-led supporter journeys that build connection and trust
- Improve supporter retention, engagement, and lifetime value
- Create communications that clearly demonstrate the impact of supporter contributions
- Ensure supporters feel valued, recognised, and connected to the difference they make

Lottery (Strategic Ownership)

- Lead the growth and performance of the charity's lottery
- Work in partnership with the External Lottery Manager (ELM) to ensure effective delivery and compliance
- Own marketing, recruitment, onboarding, and retention strategies
- Ensure lottery players feel connected to the charity's mission and impact

- Manage relationships with external suppliers, including canvassing agencies
- Be accountable for lottery income performance and growth

Legacies

- Build the foundations of a credible and sensitive legacy programme
- Develop messaging that reflects the importance of memory, meaning, and long-term impact
- Integrate legacy giving into wider supporter journeys
- Track and nurture long-term legacy prospects with care and respect
- Support the development of a sustainable future pipeline


Supporter Experience, Data and Systems

- Champion an excellent supporter experience across all Individual Giving activity
- Ensure supporter data is accurate, well-managed, and used effectively to inform activity and decision-making
- Work closely with the Head of Income Generation to optimise CRM use for campaigns and supporter journeys
- Balance hands-on delivery with developing processes and ways of working that support growth
- Use data and insight to improve performance, engagement, and supporter retention

Key Responsibilities

(continued)

Leadership and Collaboration

- Take ownership of Individual Giving, Lottery, and Legacies income streams
 - Work collaboratively with Corporate, Community, and Wish Granting teams
 - Share insight, test ideas, and contribute to continuous improvement
 - Contribute to a culture that is ambitious, collaborative, and values-led
 - Support the future growth of the function, including potential team development
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Person Specification

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

Essential Experience and Skills

- Experience managing or growing Individual Giving or mass-market income streams
- Strong understanding of supporter journeys, retention, and lifetime value
- Experience designing or developing supporter propositions, campaigns, or income streams
- Awareness of GDPR and fundraising compliance, and willingness to develop knowledge in this area
- Confidence working with data, insight, and CRM systems to inform decisions
- Ability to prioritise, test, learn, and iterate in a growth environment
- Ability to work autonomously with a high level of ownership and accountability
- Strong written communication skills, with the ability to create compelling, supporter-focused content
- Ability to balance performance and income generation with empathy and supporter care
- Strong alignment with the charity's mission and values

Desirable Criteria

- Experience working with a charity lottery or External Lottery Manager
- Exposure to legacy fundraising or long-term giving
- Experience building or scaling income streams or supporter programmes
- Experience working in an early-stage, rebuilding, or developing function

How We Work

- We value sound judgement, emotional intelligence, and accountability
- We work at pace and take responsibility for outcomes
- We are comfortable having honest conversations in service of our mission
- We are a small team with high expectations, united by a shared purpose
- We put supporters at the heart of everything we do, building relationships that are respectful, meaningful, and grounded in impact
- We balance data and insight with empathy and care in how we engage supporters
- We prioritise long-term supporter value over short-term income
- We ensure all activity reflects the dignity of the children and families we support



Terms of Appointment

Role title: Individual Giving Lead

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Individual Giving Lead

Reports to:

Head of Income Generation

Location:

Nottingham (hybrid working considered)

Hours:

Full-time (35 hours per week)

Salary:

£30,000–£35,000 per annum

Closing date:

6th May 2026

Start date:

ASAP

Contract:

Permanent

Perks and Benefits

- 25 holidays rising up to 30 over 5 years plus bank holidays
- 3 day Christmas holiday shutdown
- 2 Wish Maker days
- Enhanced leave initiatives e.g. bereavement, parental, jury service, etc
- Full sick pay from day one
- Maternity - 6 months full pay
- Private Healthcare
- Flexible working hours with autonomy over weekly hours
- Opportunity to work with our partners across our Disney Wish programme, Arctic Treks, and global major running events
- Staff Socials
- Wish Well-being programme
- Personalised Workforce development plans
- Annual training and continued professional development budget

How to apply

Alongside your CV, please submit a cover letter outlining your relevant experience in individual giving, referencing the requirements of the role, and demonstrating strong donor insight, creativity, and a data-led approach to growing and retaining supporter income.

We're particularly interested in your perspective on how this function could evolve, including how you would identify, test, and scale new opportunities to deepen engagement and maximise lifetime value.

Please send your application to:

joe.williamson@whenyouwish.org.uk



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