

SENIOR SUPPORTER ACQUISITION EXECUTIVE



Permanent, Full Time

Circa £40,000 plus competitive benefits

Do you want to make a difference?

The RAF Benevolent Fund is the leading welfare charity for the RAF. Every year we make a real difference to over 40,000 people who benefit from our services. Working at the Fund is more than sitting at your desk as in this role you will have the opportunity to be part of our RAF Family. Alongside helping our beneficiaries, we also get to hang out with Spitfires and Typhoons, take part in a Dambusters bike ride, attend events like Royal Ascot, the Chelsea Flower Show, and the Bomber Command Memorial Service. Every day you will make a difference and play your part in changing the lives of others and helping people in the RAF Family get through the toughest of times.

It doesn't matter how long someone served or when. If they were part of the RAF, they and their family are part of our RAF Family. We will always be here to support them when they need it most.

Join the RAF Family and play your part in making a difference.

Do you want to play a part in what we do?

People are at the heart of what we do. Together we:

- Help reduce social isolation and loneliness among veterans.
- We support ill or injured men and women to have a safe place to call home, a home that meets their specific needs.
- We fund youth services on stations to provide clubs and activities for the children of serving personnel who move every few years.
- We provide grants to help with the cost of living. But this is just a few of the ways we help.

This is an exciting opportunity for an experienced and strategic direct marketer to take ownership of the RAF Benevolent Fund's supporter acquisition programme. The postholder will play a key role in helping us achieve our strategic aim of financial sustainability by growing our active regular donor base to 10.5k supporters and leading on innovative and data-led acquisition campaigns across digital and offline channels.

You will work as part of the Direct Marketing team and be responsible for end-to-end delivery of high-performing integrated campaigns. From shaping channel strategy and briefing creative, to analysing results and presenting strategic insights to senior leadership, this role offers a fantastic opportunity to make a meaningful and visible impact on income growth. You'll also collaborate closely with colleagues to ensure new supporters experience a seamless and engaging journey as they become long-term supporters.

You will have a proven track record in delivering mass market acquisition campaigns and achieving income and recruitment targets across multiple channels. With strong data and analytical skills, experience of agency and supplier management, and confidence in leading projects independently, you will bring innovation, drive and energy to a role that is central to the future of the Fund's fundraising.

The role will be office based at our London HQ, with a minimum of three days working in the office per week. The successful candidate for this role will need to prove they have the right to work in the UK.

To apply, please [click on this link](#) and send your CV, together with a cover letter detailing why you believe you are suitable for this role, providing examples of how you meet the job profile when you apply through our recruitment portal.

The closing date for applications is **Tuesday 12th August 2025, 5pm.**

A copy of the Fund's Candidate Privacy Notice can be found on our [website](#). As an equal opportunities employer, the Royal Air Force Benevolent Fund is committed to the equal treatment of all current and prospective employees and does not

condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. The Fund takes safeguarding seriously, and appropriate background checks will be completed. You can find out more about our commitment to safeguarding on our [website](#). The RAF Benevolent Fund follows Safer Recruitment practices as it strives to ensure that everyone who comes into contact with the Fund will be protected from harm. The successful candidate for this role will need to prove they have the right to work in the UK. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join the Fund.

The Royal Air Force Benevolent Fund is a Registered Charity (No. 1081009).



EMPLOYER RECOGNITION SCHEME

SILVER AWARD 2023

Proudly supporting those who serve.



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