

JOB PROFILE: DIRECTOR FUNDRAISING

Role:	Director Fundraising	Date profile last reviewed:	January 2026
Name:		Reports to:	Chief Executive

MAIN SUMMARY OF ROLE:

The Director of Fundraising is a senior leadership role at the heart of the RAF Benevolent Fund's mission: ensuring that no member of the RAF Family faces adversity alone. Sitting on the Executive Leadership Team and reporting to the Chief Executive, the postholder will lead the Fund's fundraising at a pivotal moment - strengthening and growing income to underpin the charity's long-term support for serving personnel, veterans and the wider RAF Family.

The successful candidate will create the conditions for sustainable income growth over the next five years, working across the charity to identify opportunities for fundraising and income growth. Ensuring the Fund can continue to respond to changing need, increasing demand and a complex external environment - and remain a trusted, resilient source of lifelong support for the RAF Family.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

Strategic Leadership & Income Prioritisation

- Lead the development and delivery of a clear, multi-year fundraising strategy aligned to the Fund's mission, strategic plan and risk profile.
- Prioritise and balance the fundraising portfolio, making and holding decisions about where effort and investment are focused, and where activity will be deprioritised or stopped.
- Ensuring that we identify and develop new income opportunities and innovative approaches, informed by insight, performance data and external best practice.
- Act as a full and effective member of the Executive Leadership Team, working closely with the Chief Executive and the other Directors to ensure fundraising is fully aligned with organisational priorities, opportunities and decision-making.

Team Leadership, Culture & Confidence

- Provide confident, visible leadership to the Fundraising Directorate, creating clarity, consistency and accountability in a complex and pressured environment.
- Create a positive and inspiring multi-disciplinary fundraising team environment, inspiring and empowering fundraisers to achieve and exceed targets.
- Establish a high-support, high-challenge culture where performance is managed consistently and difficult conversations are addressed constructively.
- Develop and empower senior managers, building leadership depth and reducing reliance on individual roles or informal ways of working.
- Foster effective collaboration with welfare, business intelligence, digital and communications teams to deliver a joined-up supporter and donor experience.

Financial Leadership & Trustee Confidence

- Own the financial leadership of fundraising at Executive and Board level, including income projections, assumptions, phasing and risk.
- Working with the Finance Team, responsible for setting, managing and monitoring fundraising budgets and forecasts, ensuring targets are realistic and transparent. Ensuring numbers are owned by all those involved.
- Use financial insight and ROI analysis to inform prioritisation decisions and investment choices with the rest of ELT.
- Build and maintain trustee confidence through clear, honest communication, professional challenge and transparent articulation of risk and trade-offs.
- Engage senior staff and Trustees in strategic financial planning to optimise the net financial position and ensure financial goals are met or exceeded.

Mass Fundraising, Individual Giving & Legacies

- Provide strategic leadership for mass fundraising and its leaders, including individual giving, legacy, in memory and community-based income, ensuring activity is performance-focused and aligned to long-term retention, value and sustainability.
- Ensure mass fundraising and legacy strategies are led by audience insight, supporter behaviour and long-term organisational sustainability, rather than short-term volume alone. Working in partnership with colleagues across the organisation, particularly the Communications Team.
- Work closely across the Fund to ensure alignment of fundraising and communications activities around agreed audiences. Investing in and building data and knowledge of key audiences, to be used to drive and develop future fundraising strategies.

High-Value Income, Pipelines & Stewardship

- Lead the development of robust, disciplined pipelines across major donors, trusts and foundations and strategic/corporate partnerships.
- Introduce and maintain organisation-wide approaches to pipeline management, review and progression, reducing reliance on individual relationships.
- Embed consistent stewardship standards across all income streams, strengthening retention, progression and lifetime value.
- Act as a senior ambassador for the Fund with major donors, corporate partners and strategic supporters.

Governance, Compliance & Risk

- Ensure all fundraising activity complies with Charity Commission requirements, the Fundraising Regulator Code of Practice, GDPR and data protection legislation.
- Proactively manage fundraising risk, reputational considerations and ethical issues, escalating concerns early and appropriately.
- Contribute actively to Board and ELT discussions, supporting strategic decision-making with evidence, insight and professional judgement.

External Relationships & Representation

- Represent the Fund credibly at events and functions, for example within the armed forces charity sector and the wider fundraising community.
- Build and maintain effective relationships with the RAF and key supporter groups.
- Develop and steward strategic corporate partnerships, including those in defence, aviation and government-adjacent sectors.

- Ensure fundraising activity aligns with MOD, RAF and wider charity sector expectations and standards, including social value and ESG considerations where appropriate.

COMPETENCIES REQUIRED FOR THE ROLE	
Essential	Desirable
<ul style="list-style-type: none"> • Strategic leadership and judgement – able to formulate clear strategies, make prioritisation decisions, and translate strategy into focused plans and outcomes. • Authority and influence – confident leading, coaching and supervising senior teams, persuading and influencing at Executive and Trustee level, and providing professional challenge when required. • Financial and commercial thinking – demonstrates strong commercial awareness and the ability to use financial insight, analysis and ROI to inform decisions. • Communication and credibility – highly effective in presenting, writing and communicating complex information clearly and persuasively to a range of senior audiences. • Relationship building – able to build and sustain strong relationships with senior stakeholders, partners and peers, internally and externally. • Delivery focus – consistently delivers results, balancing strategic thinking with operational grip and follow-through. • Resilience under pressure – able to cope with pressure, ambiguity and setbacks, maintaining clarity and calm leadership. • Analytical capability – confident using insight, data and evidence to strengthen decision-making and performance. 	<ul style="list-style-type: none"> • Entrepreneurial mindset – comfortable identifying and developing new opportunities, testing ideas and adapting approaches.
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
Academic or Professional Qualifications (or equivalent):	
<u>Essential</u> <ul style="list-style-type: none"> • Professional experience. 	<u>Desirable</u> <ul style="list-style-type: none"> • Qualification in Fundraising or a related discipline • Educated to degree level
Knowledge/ Experience:	
<u>Essential</u>	<u>Desirable</u>

<ul style="list-style-type: none"> • Senior-level fundraising leadership experience across a multi-stream income portfolio. • Demonstrable track record of delivering significant income growth, partnership development or step-change results. • Strong understanding of ethical fundraising practice and a high level of personal integrity. • Sound knowledge of UK charity governance, regulation and compliance requirements. 	<ul style="list-style-type: none"> • Experience working with armed forces, veterans or service-related charities. • Knowledge of military culture or a clear willingness and ability to learn and adapt quickly. • Experience presenting to, and working confidently with, Boards or Trustees. 				
<p>Skills/Abilities:</p> <table> <tr> <th><u>Essential</u></th><th><u>Desirable</u></th></tr> <tr> <td> <ul style="list-style-type: none"> • Strong people leadership skills, with the ability to build, develop and lead high-performing teams. • Ability to influence, negotiate and engage confidently with senior stakeholders, including corporate, procurement, ESG and defence-sector leaders. • Excellent written and verbal communication skills, with the ability to articulate complex ideas clearly and credibly. • Demonstrates sound judgement, professional credibility and the ability to inspire confidence internally and externally. • Ability to build effective cross-organisational relationships and work collaboratively across functions to shape and deliver partnership propositions. • Ability to think strategically while managing competing priorities in a fast-moving, high-accountability environment. </td><td> <ul style="list-style-type: none"> • Ability to develop compelling commercial or Social Value-led partnership propositions. • Ability to interpret data, insight and impact evidence to strengthen cases for support and investment decisions. • Experience navigating complex corporate environments, including defence, engineering, aviation or technology sectors. </td></tr> </table>		<u>Essential</u>	<u>Desirable</u>	<ul style="list-style-type: none"> • Strong people leadership skills, with the ability to build, develop and lead high-performing teams. • Ability to influence, negotiate and engage confidently with senior stakeholders, including corporate, procurement, ESG and defence-sector leaders. • Excellent written and verbal communication skills, with the ability to articulate complex ideas clearly and credibly. • Demonstrates sound judgement, professional credibility and the ability to inspire confidence internally and externally. • Ability to build effective cross-organisational relationships and work collaboratively across functions to shape and deliver partnership propositions. • Ability to think strategically while managing competing priorities in a fast-moving, high-accountability environment. 	<ul style="list-style-type: none"> • Ability to develop compelling commercial or Social Value-led partnership propositions. • Ability to interpret data, insight and impact evidence to strengthen cases for support and investment decisions. • Experience navigating complex corporate environments, including defence, engineering, aviation or technology sectors.
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<p>Other Requirements:</p> <ul style="list-style-type: none"> • Willingness and ability to work outside normal office hours and to travel nationally and internationally as required • Undertake any other duties reasonably required within the scope of the role, as requested. 					

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: