



Associate Director of Mass Engagement



Candidate Pack

- Location:** Hybrid working, working two days a week from Ronald McDonald House or Office
- Salary:** £80,000 per annum
- Contract:** Permanent, full-time, 35 hours/5 days a week
- Reports to:** Director of Relationship Engagement
- Closing date:** Sunday 17 August 2025, midnight

Job role:

The Associate Director of Mass Engagement will lead a newly formed team to deliver ambitious, inclusive, and insight-driven strategies that grow public engagement, deepen supporter relationships, and drive sustainable income. This role is pivotal in shaping how the organisation connects with the public, supporters, and communities through compelling campaigns, communications, and experiences.

You will lead and inspire a broad portfolio including participation events, community fundraising, supporter care and operations, individual giving, fundraising compliance, digital mobilisation, communications and PR, brand, design and marketing, and campaign delivery. Working collaboratively across the organisation, you will ensure that all public-facing activity is aligned, impactful, and rooted in audience insight and lived experience.

[Notes from our leadership](#)

[Why work for us?](#)

[About the role](#)

[Our employees](#)

[How to apply](#)

Notes from our leadership



Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House Charities UK.

‘Our mission at Ronald McDonald House Charities UK is rooted in a deep understanding of the emotional and practical challenges families face when their child is in hospital.

We are committed to helping families cope and providing the support they need throughout their child’s medical journey. For thousands of families each year, specialist medical treatment is far from home and without us families are forced into a long daily commute, or to sleep on hospital chairs, in their cars, or where available on a pull-down bed.

As the leading provider of family accommodation, we have a network of 14 Houses across the UK that provide a haven, accommodating 530 families each night – allowing parents and siblings to stay together. And we welcome thousands more each year into our Houses to use the communal facilities to rest, refresh and recharge for the following day by their child’s bedside.

There is huge unmet demand and we want to serve more families as well as serve them better with an expanded programme of support for their practical and emotional needs.

We are excited to welcome like-minded individuals who share our passion and values. We hope you’ll consider joining our team to help us achieve our vital mission.’



Louise Firth, Director of Engagement

‘At Ronald McDonald House Charities UK, engagement means building meaningful relationships with supporters, partners, and communities to inspire action, deepen loyalty, and advance our mission. This principle underpins our approach.

We know we can’t deliver our much-needed services alone. To expand our reach and deepen our impact, we must engage and collaborate with many more people. By doing so, we aim to inspire greater awareness, action, and support for our work.

Our new five-year Impact Strategy marks a major milestone in the charity’s evolution –a bold and visionary commitment to serve more families and serve them better. As our very first organisational impact strategy, it represents a unique moment in time and sets the tone for an ambitious new chapter.

Last year, I had the privilege of joining Ronald McDonald House Charities UK to lead a new directorate that brings together income generation, marketing, and communications. Since then, I’ve undertaken a review of the team and developed a new Engagement Strategy to support our ambitious growth plans.

The next chapter of our transformation is focused on strengthening the team, and I’m thrilled to be reshaping our structure to reflect our aspirations. I’m also incredibly proud that our Board of Trustees is aligned with and supportive of this vision. With their encouragement, we’re introducing several new roles that will bring fresh energy, talent, and perspective to our work.

By fostering a diverse and inclusive workplace, we believe we can unlock innovation, collaboration, and excellence in everything we do.

If you share our commitment to supporting families with children in hospital and want to be part of this exciting new phase in our journey, we would love to hear from you.

Thank you for considering this opportunity. We look forward to learning how your skills and experience align with our mission—and how, together, we can make a lasting impact.’

Why work for Ronald McDonald House Charities UK?

► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and service them better](#).

► Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus on the critical needs of children and their families
- We operate with accountability and transparency

► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

► Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.



[Watch one of our family stories](#)



[Read our family blogs](#)



Our employee benefits

We are able to offer the successful applicant a highly competitive salary and benefits package.

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

About the role

Key responsibilities:

Strategic Leadership

- Lead the implementation of the Engagement Strategy by developing targeted tactical approaches that enhance reach and foster deeper supporter engagement.
- Lead the strategic development and execution of integrated marketing and communications plans that amplify the organisation's voice, enhance brand visibility, and drive supporter engagement across all channels.
- Provide strategic oversight of all public fundraising and engagement channels, ensuring alignment with brand and service delivery priorities.
- Lead the development of cross-organisational campaigns that inspire action, build loyalty, and drive income and influence.
- Ensure all digital activity is aligned to organisational impact strategy and lead transformation of digital engagement and mobilisation.
- Oversee the creation and delivery of compelling, inclusive, and insight-led content to ensure consistent messaging and storytelling that resonates with diverse audiences.



Team & Functional Leadership

- Inspire and manage heads of departments across mass engagement, digital and communications functions, fostering collaboration and accountability.
- Ensure each function has clear objectives, KPIs, and resources to deliver high-quality, audience-led work.
- Champion and promote a culture of innovation, inclusion, equity, and continuous co-creation across all engagement functions



Supporter Experience & Operations

- Oversee the design and delivery of exceptional supporter journeys across all touchpoints, ensuring consistency, accessibility, and emotional resonance.
- Lead the development of supporter operations and care functions that are efficient, responsive, and supporter centred.
- Ensure compliance with all relevant fundraising regulations and data protection standards.

Organisational Influence

- Act as a senior leader within the Engagement Directorate, contributing to organisational strategy, planning, and culture.
- Build strong relationships with peers across the organisation to ensure integrated delivery and shared ownership of engagement goals.
- Represent the organisation externally, including with media, partners, and sector bodies, as a senior spokesperson and ambassador.
- Deputise for the Director of Engagement as required.



Insight, Innovation & Performance

- Embed data, insight, and audience research into all planning and decision-making processes.
- Drive digital transformation and innovation across engagement channels, including the use of AI, automation, and emerging technologies.
- Monitor and report on performance, ensuring continuous learning and optimisation across all areas of responsibility.

Financial Responsibility

- For directorate relevant income and expenditure budgets.
- Responsible for growing (community, individual giving, digital and events) gross income to more than £4 million per year by 2029.
- Ownership of Marketing and Communications expenditure budget of £1 million per year and associated returns.

About the role

Person Specification:

Knowledge & Experience

- Proven track record of strategic leadership in public engagement, fundraising, or communications within a complex, multi-channel environment.
- Expertise in brand strategy, marketing communications, and audience segmentation, with a proven ability to craft and deliver high-impact campaigns that drive awareness, engagement, and action.
- Significant experience leading large, multidisciplinary teams and managing senior leaders.
- Deep understanding of individual giving, digital mobilisation, supporter journeys, and brand-led engagement.
- Experience of delivering large-scale campaigns and public fundraising programmes with measurable impact.
- In-depth knowledge of fundraising compliance, supporter data management, and digital engagement trends.



Skills and Abilities

- Strategic thinker with the ability to translate vision into actionable plans and measurable outcomes.
- Excellent relationship-building, negotiation, and communication skills.
- Proven leadership and people management skills, with experience developing high-performing teams.
- Skilled in project management, budgeting, and performance monitoring.
- Confident in engaging senior stakeholders, including board members, partners, and donors.



Values & Attributes

- Passionate about making a difference in the lives of families.
- Committed to equity, diversity and inclusion, in leadership and practice.
- Passionate about building meaningful partnerships that drive social impact.
- Collaborative, adaptable, and resilient, with a growth mindset.
- Emotionally intelligent and empathetic, with a genuine commitment to wellbeing and team development.



Our employees



Jasmine's journey

House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



66 I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team — an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.



Lily's journey

Lead Challenge Events Officer to Senior Events Fundraiser

Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



66 Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.



How to apply for the role



Naomi Carruthers from The Talent Set is the exclusive recruitment partner for this campaign



To submit your application, please email:
naomi@thetalentset.co.uk

The Talent Set are committed to diverse and inclusive recruitment practises that ensure equal opportunity for everyone, regardless of race, sexual orientation, mental or physical disability, age or gender. We encourage applications from all backgrounds and will happily make adjustments to always ensure a fair process.

To discuss the role before applying:



07467 719285



naomi@thetalentset.co.uk

► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

► Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

