



Director of Public Fundraising & Engagement

Fundraising Directorate | Reports to: Executive Director, Fundraising

About the Team and the Role

- A senior leadership role reporting to the Executive Director, Fundraising, leading an existing portfolio across Individual Giving, Community & Events and Legacies, with the scale and mandate to build further. This is an income-accountable leadership role, responsible for delivering ambitious Public Fundraising growth and nurturing a high-performance culture across the portfolio.
- Our new organizational strategy, Mencap 2030, commits significant investment to this area. You'll build the cohesive engagement strategy and use it to accelerate growth.
- Many of our supporters today have a direct connection to someone with a learning disability. You'll deepen those relationships, build the value proposition and case for support that reaches well beyond them, growing our base of supporters.
- You'll work hand-in-hand with our Comms and Brand teams to harness Mencap's profile and reach, turning brand awareness into sustainable income.
- You'll manage the Head of Public Fundraising and the Legacies Administration Lead, building their capability and the systems and processes this function needs to succeed and scale
- You'll bring specialist expertise in Mass and Public Fundraising and work with the Executive Director's to genuinely shaping this space together.

- Beyond your own teams, you'll work together to influence a stronger culture of fundraising across Mencap
- This is a genuine opportunity to take an established income stream and scale income in line with the ambition of Mencap 2030, backed by real investment and an experienced Executive Director.

Core responsibilities

This role combines strategic leadership, audience insight and team development to grow Mencap's Public Fundraising income and deepen supporter engagement.

Strategy & Income Growth

- Develop and deliver a cohesive engagement strategy across Individual Giving, Community & Events and Legacies, aligned to Mencap 2030.
- Take clear accountability for annual and multi-year income targets across Individual Giving, Community & Events and Legacies, ensuring plans are commercially robust, insight-led and deliver strong return on investment.
- Build robust income forecasts, budgets and growth plans for public fundraising, reporting clearly to the Executive Director.
- Identify and develop new audiences, products and propositions to diversify and grow income.
- Use data and insight to build an audience view and segmentation model, informing targeting and investment decisions.

Team Leadership & Capability

- Lead, coach and develop the Head of Public Fundraising and the Legacies Administration Lead, building their skills and capability.
- Set clear performance expectations, KPIs and targets, and hold teams accountable for delivery.
- Build the systems, processes and ways of working this function needs to scale.

Brand, Comms & Value Proposition

- Work hand-in-hand with Comms and Brand teams to harness Mencap's profile and reach, turning awareness into income.



We are **passionate**
about making the
world a better place



We are **positive**
in our work and
with each other



We are **brave**
we challenge and
try new things



We are **kind**
to everyone



We are **inclusive**
of everyone

- Build a value proposition and case for support that reaches beyond our current supporter base, growing our reach to new audiences.
- Deepen relationships with existing supporters through compelling stewardship and engagement.

Culture & Cross-Organisational Influence

- Influence a stronger culture of fundraising across Mencap, including within Comms and Brand.
- Build strong working relationships across the organisation to maximise opportunities for engagement and income.

Systems, Performance & Reporting

- Ensure robust use of Salesforce and other CRM systems for pipeline, supporter data and reporting.
- Provide accurate, timely reporting on income performance and audience insight to the Executive Director.
- Ensure full compliance with fundraising regulations, GDPR and best practice across public fundraising activity.

What you will bring to the role (Essentials)

- Senior leadership experience transforming individual giving, community & events and legacy fundraising at scale, with a track record of building audience insight, segmentation and supporter journeys
- A confident partner to Comms, Brand and other senior stakeholders, able to translate brand reach and public goodwill into sustainable, diversified income growth.
- A strong track record of setting, delivering and exceeding ambitious income targets, with excellent financial planning, budgeting and reporting skills and experience managing significant income portfolios.
- Experience of transforming a public or mass fundraising programme, with a focus on diversifying audiences and income streams.
- Strong understanding of the external public fundraising environment, including Individual Giving, Community & Events and Legacies.



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- Detailed knowledge of the Code of Fundraising Practice and relevant fundraising regulations.
- Experience using CRM and data systems to build audience insight and segmentation.
- Demonstrate accountable and self-aware leadership by owning decisions, setting clear responsibilities, seeking feedback and adapting leadership style to support effective outcomes across teams.
- Create and sustain an inclusive culture where people feel valued, safe and able to contribute, actively removing barriers and supporting fair, open and inclusive ways of working.
- Deliver high standards of work by applying knowledge and expertise, maintaining pace, anticipating challenges and proactively finding practical solutions that support organisational goals.
- Set clear direction and collaborate across teams and directorates to encourage innovation, break down silos and share improvements that strengthen how work is delivered.
- Develop self and others through coaching, mentoring, shared learning, performance review and visible commitment to continuous personal, professional and leadership development.
- Use strong business understanding and data-led insight to make decisions, manage risk, align priorities and support long-term success for Mencap.

Please note: This job description is not intended to be exhaustive. Duties and responsibilities may evolve over time to reflect the needs of the organisation and the role.



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“This isn’t just a job - it’s a chance to help change the lives of people with a learning disability and their families. If you’re passionate about making a difference, join Mencap in building a more inclusive future.”

Mencap and our Commitment to Safeguarding

Mencap is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.

Successful applicants will be subject to appropriate pre-employment checks, including references and, where applicable, an enhanced Disclosure and Barring Service (DBS) check.

The Talent Set is the specialist recruitment partner for the charity and nonprofit sector, connecting organisations with exceptional talent across fundraising, marketing, communications and digital.

Commitment to Diversity

The Talent Set is committed to inclusive recruitment practices and welcomes applications from all backgrounds. We actively encourage applications from people with diverse experiences and are happy to discuss any reasonable adjustments required throughout the recruitment process.

How to Apply

The deadline for applications is Friday 2nd October, with 1st stage interviews taking place w/c 12th October.



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To apply, please submit your CV demonstrating your suitability for this role via our website using the apply now button.

If you have any initial questions before applying, please contact mencap@thetalentset.co.uk
We aim to get back to all successful candidates within 48 working hours.



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