

Operational / External Title: Senior Events and Community Engagement Manager

Role Title:	Senior Events and Community Engagement Manager
Date of JD Review:	February 2026
Department:	Funding
Team:	Events & Community Engagement
Tenure:	Full time, Fixed-Term
Band & Range:	Band D
Location:	London-Hybrid
Reports to:	Senior Marketing & Product Development Manager
DBS check required:	Yes [DBS Roles]
Role requires travel:	Yes-limited to events and external meetings
Budget Holder	No
Direct Reports:	Yes-2
Indirect Reports:	No
Dotted line reports:	No
Does This role require International Travel:	No
<p>Internal Key Contacts: Data Protection Officer, Digital, Acquisition, Retention, Legacy and In Memory, Philanthropy, Data & Insight, Supporter Administration, Supporter Contact, Finance, Brand and Media teams</p> <p>External Key Contacts: Existing and potential supporters (individuals, groups, corporates), JustGiving, Enthuse, Tiltify, agencies, suppliers, third party event providers e.g. Run for Charity, Discover Adventure, London Marathon</p>	

Purpose Of the Role:

To lead the stewardship side of the Events & Community Fundraising team and have full oversight of all fundraising journeys. This role is an expert in relationship building, and creating stewardship plans for a range of audiences, that maximize supporter engagement and deepen the understanding of ActionAid's work with women and girls around the world. This role will also seek and manage high value fundraising opportunities with community groups, schools and corporates through employee fundraising.

Main Accountabilities:

Team Working

- Engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, and 'My Feminist Behaviours' (including adherence to our Code of Conduct).
- To undertake any other duties, appropriate to the level in accordance with agreed procedures and guidelines.
- Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.
- People Management - Line manage two Events and Community Engagement Officers, providing support through regular meetings, setting and reviewing objectives, and actively supporting their development
- Culture & Collaborative working - Demonstrate and encourage ways of working that create a collaborative, ambitious and positive working environment
- Work collaboratively with all departments across the organisation, building strong working relationships and networks to achieve AAUK's wider objectives.
- To play an active role in the Funding department, promoting positive, effective working, innovation and best practice.
- To actively participate in cross organisational working groups and projects. Represent the team and actively contribute at internal meetings, away days and staff briefings.
- To help train new staff and participate in their induction to AAUK...

Supporter engagement and development

- Responsible for and oversee the development, implementation and evaluation of supporter journeys and communications (mass and 1-1) for all Events and Community Engagement activities such as virtual events, third party events, schools, community fundraisers and groups, to deepen engagement and increase conversions, opt-ins and average gifts
- Work closely with the Marketing & Products Specialist and Head of Events & Community Engagement to plan seamless journey transitions from recruitment to stewardship, and to ensure activities are efficiently resourced across the team
- Work with colleagues in other fundraising teams, notably Retention, Philanthropy, and Legacy and In Memory Giving, to develop ongoing and integrated journeys, ensuring that supporters continue to be engaged with ActionAid's work after their fundraising activity has finished
- Use existing and /or commission new insights to understand supporter demographics and motivations, to ensure we're attracting values aligned and values driven supporters
- Ensure stewardship insights are captured and shared to inform marketing activities
- Ensure that the team manage and deliver supporter enquiries and stewardship communications in a timely and appropriate way, and that all communications adhere to ActionAid's anti-racist values
- Account-manage selected mid- to high value companies, individuals and groups
- Work closely with Supporter Administration, Supporter Care and Data teams to ensure effective processes and systems are in place
- In the event of humanitarian emergencies, work closely and flexibly with other teams to ensure relevant fundraising mechanisms are in place, that fundraisers and donors are acknowledged, and that journeys are in place
- Ensure that all relevant supporter legislation is adhered to, referring to guidance from the Fundraising Regulator, Information Commissioner's Office (ICO), General Data Protection Regulation (GDPR) and any other relevant codes of practice

New business and innovation

- Engage with innovation projects to explore new Events & Community Fundraising streams /or work to improve our existing offerings
- Lead and oversee work on the development of opportunities with schools, universities, employee fundraising and other groups, companies or networks that emerge as priority audiences, working with other teams to ensure strategic alignment

- Deliver presentations, pitches and attend prospective partner meetings to develop fundraising partnerships

Budgeting, planning and reporting

- Support the Head of Events & Community Fundraising with the annual planning process and reforecasting
- Regularly track, monitor and report on agreed KPI's, income and expenditure, and update Head of Team

EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.
- Commitment to continually improving your digital skills and knowledge within the working environment.
- Commitment to AAUK's Data Protection & Processing Policy and ability to comply with Data protection legislation and best practice in data management and processing.
- Experience in developing and implementing supporter journeys for a range of Events & Community audiences (individuals, groups, schools, corporates) using a multi-channel approach (email, SMS, social, mail, phone) that deepen engagement and maximise fundraising
- Experience of relationship management and building stewardship journeys for individual vs mass audiences
- Experience of using digital channels and tools, including online fundraising platforms, to deliver engaging and effective supporter experiences and build communities
- Experience of managing and monitoring budgets, and reporting on performance against financial and non-financial KPIs
- Experience of line managing and developing direct line reports

- Excellent interpersonal and written communication skills, comfortable presenting internally and externally
- Ability to review and constructively feedback on fundraising and stewardship copy and creative
- Experience in managing Charity of the Year partnerships and understanding of charity law / fundraising best practice
- Experience of using CRM systems and working with data teams to manage relationships and track income
- Collaborative mindset and approach to work, experienced in building effective relationships across teams to deliver on joint priorities
- Robust, confident, positive 'can-do' attitude that thrives on challenges and is calm under pressure
- Proven ability to problem-solve and create efficiencies

Desirable Criteria:

- Experience of living and working in the “Global South”, especially regions where we are funding programmes & projects
- Experience of working for an INGO
- An understanding of international development and/or humanitarian work
- Project management of new product development – from conception to roll out
- Experience in using Microsoft Dynamics

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.