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Cymorth i Ferched Cymru
Welsh Women's Aid
Rhoi Merched a Phlant yn Gyntaf
Putting Women & Children First

October 2026

Dear Applicant,

Re: Fundraising Manager (Fixed Term)

Thank you for the interest you have shown in the above post and in joining Welsh Women's Aid (WWA). For more information about our work, please see below or visit our website:
www.welshwomensaid.org.uk.

This document includes:

- Detailed job description, key tasks, and person specification (pg. 2)
- Working at Welsh Women's Aid (pg. 4)
- Recruitment process (pg. 5)
- Welsh Women's Aid Values, vision, and mission. (pg. 7)

Closing date: Sunday 18th October 2026

Interviews: Thursday 29th & Friday 30th October 2026

Yours faithfully,

Emily Watson
HR & Workforce Wellbeing Manager
Welsh Women's Aid

Pendragon House, Caxton Place | Pentwyn, Cardiff | CF23 8XE
Tel: 02920 541551
info@welshwomensaid.org.uk | www.welshwomensaid.org.uk

Welsh Women's Aid is a registered charity in England and Wales, No. 1140962
and a company limited by guarantee registered in England and Wales, No. 07483469



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Fundraising Manager (Fixed Term)

- £35,411 - £38,296 (PO2)
- 37.5 hours per week
- 1 Year fixed term contract
- A blended approach of in-person and at home working is available at Welsh Women's Aid, with occasional travel being needed in line with the requirements of the role.

Closing date: Sunday 18th October 2026

Interviews: Thursday 29th & Friday 30th October 2026

Interviews will be held via Microsoft Teams.

This post is open to women only under the Equality Act 2010 pursuant to Schedule 9, Part 1. We value diversity and are committed to ensuring that our organisation is an inclusive place to work.

Brief job description:

The successful candidate will be part of our Business Support team, reporting to the CEO. As part of the job, you will:

- To play a key role in the development and implementation of WWA fundraising activities to secure funding for programme work and organisational core costs.
- You will play a key role in shaping the overall strategy of the organisation and driving forward new initiatives to ensure long term sustainability.

Full training will be provided.

Person Specification

Strategic Operations

- Develop, review and manage delivery of the WWA Fundraising Strategy, the Ethical Fundraising Policy, the Stewardship and Communication Plan and other procedural documents.
- Develop and execute a portfolio of fundraising activities and campaigns and identify suitable funding initiatives, calls for proposals etc.
- Produce detailed annual action plans on specific areas of responsibility outlined above, identifying areas for growth and development, and outlining measurable objectives.

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- Objectively review the success and achievements against agreed targets, identifying strengths, weaknesses, and areas for development.
- Produce quarterly reports on activities and results against targets for the Board and Senior Management Team.
- Attend and contribute to all Senior Manager Team and relevant Board meetings.
- Advise and support member organisations as required, including via regular funding updates and Fundraisers Network meetings, and by identifying training and support needs.
- Develop and manage opportunities to improve staff engagement in, and understanding of, fundraising at WWA.
- Research and implement additional digital fundraising solutions where needed to maximise our supporter experience and help us to create a wider reach and secure future income.
- Represent the work of Welsh Women's Aid at public and other events, where necessary delivering presentations.

Trust, Statutory and Grant Making Bodies

- Build on relationships with existing funders, writing reports and submitting further applications for funding.
- Manage and lead the identification of, and approaches to funders, building an annual calendar of key prospects.
- Develop core generic trust proposals for each programme that requires funding.
- Write tailored applications and tenders, addressing grant-making priorities or requirements as specified by individual funder.
- Develop reporting and application systems and coordinate information.
- Identify and submit applications for prizes and awards that will raise the profile of WWA and secure funding as relevant.
- Work with member services / external agencies, where appropriate, to submit high-quality partnership applications, including the development of Service Level Agreements.
- Prepare budgets as appropriate.
- Take responsibility for reviewing grant agreements and other contracts.
- Work collaboratively with project leads to ensure a full understanding of funder requirements.
- Keep up to date with project delivery and expenditure to ensure that funder requirements are being met.

Administration & Reporting

- Contribute to the continuous development of our CRM system, Beacon.

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- Manage the process of logging and updating the CRM with donation and supporter records via various third-party platforms.
- Regularly update key spreadsheets and trackers.
- Maintain stock levels of fundraising materials following procedures for re-order.
- Store and audit supporter data in adherence to GDPR standards and attend the internal Data Protection Working Group.
- Record Gift Aid information for all donations to aid claims.
- Contribute data and information for internal and external reports.
- Assist and provide input into the regular review of progress against agreed targets.
- Utilise reporting systems in place and coordinate information.
- Lead on stewardship of WWA's supporters & fundraisers.
- Oversee event management including but not limited to the recruitment for WWA's spaces in the London and Cardiff Half Marathons.

Line Management & Organisational Cohesion

- Carry out management, supervision, appraisal and development of relevant staff to ensure that organisational objectives are translated into individual workplans with clear and realisable targets which are regularly monitored and reviewed.
- Work with other senior managers to ensure individual and team workplans align with and do not duplicate operational plans for other teams and services, promoting joint working across teams to meet strategic objectives and targets wherever possible.
- Respond to staffing issues, including disciplinary and grievance issues, as appropriate or requested in accordance with guidance from HR.
- Role model continuous learning and self-development, building a strong culture of continuous development and knowledge sharing.
- Work with other managers to ensure services are statutory, legally and contractually compliant, and adhere to national service standards and accreditation frameworks.
- Manage budgets and hold lead responsibility for working within confines of the budget.

Marketing & Communications

- Support the development and delivery of fundraising communications e.g., case studies and photographs, supporter newsletters, and digital content and resources to support activities, campaigns, and events.
- Look for new, untapped audiences and marketing opportunities.
- Work with the communications team to plan and prepare social media content.
- Regularly check social media platforms, engaging with supporters as appropriate.
- Use Facebook Ads to maximise potential, including drafting and scheduling.

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- Adhere to the fundraising checklist to ensure that development of fundraising activities and communications is intersectional and in line with wider Welsh Women's Aid values.
- Help to maintain and manage the supporter area of our website and fundraising platforms, keeping up to date with new features.
- Support the delivery of individual and community-focused fundraising activities.
- Oversee the regular review, development and delivery of fundraising toolkits, planning documents, and resources to aid the supporter journey.

Ensure Policy, Legal and Regulatory Compliance

- Ensure Welsh Women's Aid works within relevant legal and regulatory frameworks with a particular focus on safeguarding, health and safety and quality assurance frameworks, undertaking risk assessments for activities as required.
- Ensure Welsh Women's Aid complies with the law and best practice in respect of data protection for manual and electronic records.
- Actively seek to comply with the law and best practice in relation to equal opportunities and ensure the continuing commitment of Welsh Women's Aid to the provision of equal opportunities in all aspects of its work in line with our values.

General Responsibilities

- Maintain clear and adequate records of work done, and to produce reports on work programmes and activities as required.
- Be responsible for personal learning and development and keep up to date on research, relevant legislation, policy and practice, and other literature relevant to the role.
- Participate in supervision, training, and meetings as required and assist in the development of services in line with agreed development plans.
- Take directions on projects and priorities from your line manager, which may vary from time to time.
- Oversee the work of volunteers or temporary support staff as required.
- Carry out word-processing, filing, and administrative tasks necessary to comply with the job description.
- Contribute to the organisation of conferences or events organised by WWA as required.
- Responsible for undertaking any other duties appropriate to the post.

Our Commitment to Safeguarding and Recruitment

We are committed to safeguarding and promoting the wellbeing of children, young people and vulnerable adults, and we expect all staff, volunteers and contractors to share this commitment.

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Our recruitment and selection processes are designed to prevent, identify and reject unsuitable candidates. We follow safer recruitment practices and carry out appropriate pre-employment checks on all successful candidates. These may include:

- Verification of identity and right to work in the UK.
- Checking of professional qualifications and registrations, where applicable.
- Receipt and review of satisfactory references.
- Checking of employment history and investigating any gaps in employment.
- Carrying out detailed checks by the Disclosure and Barring Service (DBS), where relevant. This includes checking against relevant exclusion lists and restraining orders, where applicable.

All applicants will be treated fairly and consistently throughout the recruitment process.

We are committed to creating an inclusive environment where safeguarding is at the heart of all our employment practices. Any concerns raised during the recruitment process can be discussed with the candidate and may result in the withdrawal of an offer of employment.

Working at Welsh Women's Aid

In addition to a competitive salary, most of our roles can access the following:

Health & wellbeing:

- Contributions to optician check-ups.
- Access to a 24-hour employee support service, including access to in person/online counselling, legal & financial advice and other benefits.
- Clinical supervision sessions to support you in delivering your role.
- Regular team catch ups (virtual and in person) to get to know colleagues and peer support.

Pension:

6% employer pension contribution following completion of a 6-month probation period.

Time off:

25 days of annual leave per year (pro rata), plus additional days in recognition of all recognised bank holidays. Overtime is unpaid; time off in lieu is to be taken in collaboration with your line manager.

Personal learning & development:

WWA supports staff in identifying and pursuing opportunities to attend or undertake training and personal development opportunities. This can include, but is not limited to, training courses, conferences, access to learning materials and secondments.

Variation clause:

Welsh Women's Aid reserves the right, following full and reasonable consultations with the members of staff and their trade union or other representatives, to vary, add to or alter any of the terms and conditions of employment attached to this post.

This job description will be reviewed annually and may need to be revised according to the priorities of the current workload with the agreement of the Executive Board and the CEO.

The performance of the post holder will be monitored through regular supervision by the line manager and reviewed at each annual appraisal. The post holder is expected to produce regular reports for monitoring and review by their line manager and Chief Executive as required.

Recruitment Process

Applying for a job with Welsh Women's Aid:

Diversity, equity, and inclusion is at the heart of our recruitment process, as a result we use a person-centred approach. This means we do not use CVs in our application process. Instead, we believe in hiring the right person with the right skills, something not always reflected in a CV. Our application process aims to give you a chance to tell us about previous experiences and current skills that match our essential criteria for the role.

Before you fill in the application form look at the person specification (pg. 2) and decide how to relate your skills, knowledge, and experience to each point. We believe in the value of transferrable skills, so if you've got previous experience that demonstrates a skill, knowledge or understanding in the person specification tell us about it! It doesn't have to be previous paid work either, it could be a volunteer opportunity, a community commitment or even responsibilities or duties you have picked up in the home.

To be considered for an interview you will need to tell us how your skills, knowledge and experience match the essential criteria from the knowledge.

Ways to apply for a role at Welsh Women's Aid:

There are 3 different ways you can apply for one of our open roles:



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- By completing an online application form using the links on our website [here](#).
- OR click [here to download an MS Word version of the application](#) and submit it by email to recruitment@welshwomensaid.org.uk.
- OR request a paper copy by emailing recruitment@welshwomensaid.org.uk.

Shortlisting:

After the closing date, the application forms are considered very carefully to see how each person's skills and experience relate to the skills and experience in the person specification. Applicants who best meet these requirements are shortlisted for interview. Applications are anonymized prior to shortlisting to reduce bias and only the relevant sections are seen by the shortlisting panel. Whilst we have an equal opportunities form included in our application process this is not seen by the panel and is merely used to inform our recruitment reports.

Interviews:

The interview panel is normally made up of two or three people who ask each candidate questions covering the relevant criteria, to allow you to expand on your application and show how you meet the essential requirements of the post. Depending on the role, you may be asked to complete a task/presentation either at or before the interview. You will have the opportunity to ask questions about the job and about working at Welsh Women's Aid at the end of the interview.

Panel members keep a record of their assessment of each applicant so that the reasons for their decision are clear and consistent.

Feedback:

If you are unsuccessful and feel that feedback on your interview would be helpful in applying for other jobs, please contact us at recruitment@welshwomensaid.org.uk and a member of our recruitment team will arrange this for you.

Due to the nature of the work we undertake, working for WWA is a rewarding but potentially challenging environment. Our HR and Recruitment team are available if you would like to have an informal chat about the role or if you have specific accessibility requirements you want to discuss with a member of our recruitment team, you can call us on 02920 541 551 or send an email requesting a call-back to recruitment@welshwomensaid.org.uk.

Our vision and purpose

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We want a world in which women and children live free from domestic abuse, sexual violence, and all forms of violence against women, and by doing so achieve independence, freedom, and liberation from oppression.

Our values and approach

Welsh Women's Aid is a feminist organisation, and our values are founded on commitments to human rights, anti-discrimination, and freedom from oppression. We endorse global evidence that violence against women, domestic abuse and sexual violence is gendered, a cause and consequence of the unequal position of women and girls in society, a violation of human rights, and is entirely preventable.

Our approach is founded on the following value-base:

We are feminist and value diversity of lived experiences – we amplify diverse voices, recognising that identities and life experience impact on experiences of abuse and access to support, safety, and justice. We advocate ending violence against women and girls alongside the liberation of all women and girls from multiple oppressions like sexism, racism, classism, homophobia, ageism, ableism, transphobia, to attain social justice for all.

We promote integrity – we are accountable, and place survivors' voices and their lived experiences central to our work. We encourage respect, transparency and learning from experience, we challenge misuse of power and promote social responsibility in all we do.

We collaborate – we work with survivors, specialist services, other organisations, individuals, and communities, to capacity-build services and to evidence and deliver what works in preventing violence against women, domestic abuse, and sexual violence.

We empower – we advocate a rights-based approach so that all women and children can achieve their full potential, and we promote services led by and for women/minoritised groups as being vital to meeting needs and to achieving social, economic, and political liberation from patriarchy, racism, and other oppressions.

We transform – we are committed to challenging inequalities and discrimination, to combining high-quality services with activism for social change, and building a movement that

ends violence against women and girls and liberates women and girls from multiple and intersecting oppressions to benefit everyone.

Our values and approach underpin our work nationally and that of our members. We are committed to building Change That Lasts which supports survivors of all forms of violence against women, and their children, to build resilience, and leads to independence through a strengths-based, needs-led, trauma informed approach to all our work. To read about our values, mission, and approach in more detail or the Change That lasts model head to our website.

[Vision, mission & values: Welsh Women's Aid \(welshwomensaid.org.uk\)](https://welshwomensaid.org.uk)

[Change That Lasts: Welsh Women's Aid \(welshwomensaid.org.uk\)](https://welshwomensaid.org.uk)