

# Fundraising Operations Manager

April 2025

IntoUniversity 



## Welcome from our CEO Dr Rachel Carr



**Dr Rachel Carr**  
Chief Executive

My name is Rachel Carr and I am one of the founders of **IntoUniversity** and its current CEO.

**We're an award winning charity running local learning centres based in the heart of the communities we serve..**

Our centres provide a high-impact education programme which includes practical learning support, pastoral care, and motivational and confidence-building activities for young people aged 7-18. Our aim is to enable students from the least advantaged neighbourhoods to realise their ambitions and achieve their wonderful potential.

**As the UK's leading university access organisation,** our staff team is helping 56,000 young people each year at its 44 learning centres and extension projects across England and Scotland, and we plan to scale-up our provision to 50 centres over the coming years.

As the **Fundraising Operations Manager** you will bring your experience and organisational skills to play a critical role in supporting our fundraising team to achieve income targets, develop a strong pipeline of funders to invest in our work and work with the team to maximise operational efficiency. You will also lead on events logistics and play a pivotal role in helping to manage data and reporting systems.

You will be joining an exceptional, talented and successful fundraising team, all with a **genuine passion and enthusiasm for our mission to support young people** achieve their ambitions.

**As a charity with social mobility as its core objective, IntoUniversity is wholly committed to equality of opportunity.** We work with children and young people from a diverse range of backgrounds, and we believe that our staff team should be similarly diverse and representative.

**The more inclusive we are, the better our work will be, and we recognise that we have much more to do in this regard.** We are committed to building a culture where students, staff and volunteers are valued for the unique people they are. We therefore encourage applications from candidates from as wide a range as possible of ethnic, cultural and social backgrounds. In particular, we actively and warmly welcome applications from Black, Asian and minority ethnic candidates, male candidates and candidates with a disability as they are currently under-represented within **IntoUniversity**.

If you believe that all young people deserve the chance to develop their talents regardless of their background and want to play a part in helping them succeed, then we would be delighted to hear from you.

Thank you very much for your interest and I look forward to receiving your application.

A handwritten signature in black ink that reads "Rachel Carr". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Please contact [jobs@intouniversity.org](mailto:jobs@intouniversity.org) for more information

# The role at a glance



## The role at a glance

### Contract

This is a permanent role. This role can be either full-time or part-time (0.8 FTE) - responsibilities will be adjusted proportionally for part-time candidates.

### Start date

Summer 2025 (or as otherwise agreed)

### Working hours

09.00 - 17.30

We are a delivery organisation providing frontline educational services for young people. We are an organisation with team members at different stages of their career, including many in their first roles: We are committed to nurturing talent and providing a developmental culture for all. Our team works in-person 4 days per week (or 3 days for a 0.8 FTE staff member) with 1 day working from home.

### Location

The role would be based at our Head Office in London.

### Salary

£38,100, including London contribution of £2,600.

Pro rata for part-time candidate.

### Annual leave

*Full-time staff entitlement, pro-rated for part-time staff:*  
33 days (inc bank & public holidays) + 3 closure days (two in December and one in July) + additional length of service entitlement (one day per year of service, up to 5 days)

### Staff benefits

- Employer pension contributions of 6% (and up to 8% after two years)
- Year round 'early finish' Fridays at 4.30pm
- Summer working hours (finish at 1pm on Fridays for six weeks in the summer), pro-rated for staff joining after January in the same year
- Employee Assistance Programme including access to wellbeing and legal support
- Life Assurance scheme with Aviva including SmartHealth service with access to 24/7 online GP appointments
- Interest-free new starter loans of up to £1,000
- Cycle to Work Scheme and Travelcard Loan Scheme
- Enhanced maternity, paternity, shared parental and adoption pay and sick pay allowances
- Staff in FOCUS – rewards, competitions and prizes across the year

### Key Dates

#### Application deadline

9am Monday 28th  
April 2025

#### Interview Day (in-person)

6th May 2025

Please ensure that  
you are available on  
this date.



# The main duties of the role



# What will my main duties be?

## Prospect and Pipeline development

- Work closely with our specialist fundraising teams to build and manage a robust prospect management process, ensuring momentum across all fundraising streams to deliver longer term income targets.
- Work with fundraising colleagues to create a series of carefully considered annual fundraising campaigns.

## Fundraising Systems and Quality Assurance

- Improve and maintain effective systems for donor and prospect strategy and pipeline management and provide regular management reports to the Fundraising Leadership Team to enable them to assess fundraising progress, and ensure we meet our medium and long-term income targets.
- Ensure the implementation and ongoing management of efficient fundraising systems, including maximising utilisation of Salesforce, for fundraising performance reporting.
- Ensure the fundraising team is compliant with fundraising GDPR regulations, fundraising regulations and best practice.

## Stewardship and Fundraising Communications

- Review, improve and oversee **Into**University's supporter journey, promoting retention and focus on meeting donors' interests and lifetime potential
- Create and maintain a library of high-quality and up-to-date fundraising collateral and information, ranging from pitch decks and engagement materials to statistics and relevant trends in education, all of which meet our donors and prospects needs and capture the impact, scale and depth of our work.
- Coordination of key messaging and resources e.g. impact reports, annual accounts etc.

## Events planning and logistics

- Coordinate and manage the logistics of the **Into**University fundraising events programme.

## Other duties

- Champion diversity and inclusion at all times, referring to the Diversity and Inclusion Staff Responsibilities Guide.
- Undertake any task that may be requested from time to time that is consistent with the nature and scope of this post.

**Who are we  
looking for?**



## Who are we looking for?

We are looking for people who can demonstrate our values: **Talent, Quality, Compassion, Aspiration and Teamwork.**

### Talent:

At **IntoUniversity**, we value and recognise the talent of every person.

**Are you someone who has exceptional written and oral communication skills?** We need a Fundraising Operations Manager with the ability to research, analyse and present information clearly and accurately. You will have excellent interpersonal skills and be able to communicate effectively with a broad range of people. You'll be able to undertake detailed tasks and be an excellent proofreader as well as having an eye for the broader strategic needs of the charity.

### Quality:

At **IntoUniversity**, we complete everything to the highest possible standard

**Are you someone who is highly resourceful with excellent attention to detail?** You will take pride in being extremely efficient and very well organised, and display excellent time-management skills. You will be able to work effectively under pressure and produce high-quality work against tight deadlines.

### Compassion:

At **IntoUniversity**, we practise pastoral, long-term care

**Do you have a genuine passion for the mission and values of our charity?** We work to transform the landscape of Higher Education in the UK; we can only achieve this by forging genuine relationships with funding partners and ensuring they are clear on the need and impact of our work. You will be able to produce high-quality copy and presentations in a range of different styles for different audiences. You will support fully the ethos and values of the charity and demonstrate commitment to taking a full and active part in the life of **IntoUniversity**.

### Aspiration:

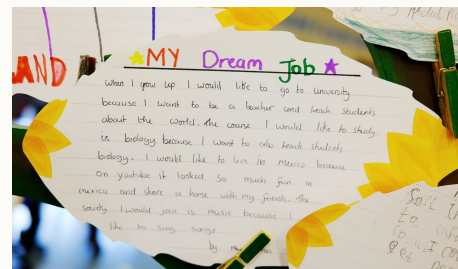
At **IntoUniversity**, we behave aspirationally and positively

**Are you someone who has a positive outlook?** You will be someone who actively seeks solutions to problems and uses initiative. You will be self-motivated and have the ability to work flexibly.

### Teamwork:

At **IntoUniversity**, we promote teamwork and togetherness

**Are you excited at the prospect of working within a supportive team environment?** We need team members who will support others to succeed and who will be committed to building an inclusive culture in which everyone is valued for the unique people they are. You will be prepared to roll up your sleeves as part of a small team and be highly-motivated to work within our successful fundraising team to achieve ambitious targets





## Eligibility for the role

### Eligibility Criteria:

- A minimum of 3 years of experience of developing and implementing fundraising systems and optimising the effectiveness of a fundraising team.
- Successful experience of prospect research
- Excellent Microsoft Office skills and knowledge of how databases work in a fundraising environment (e.g. Salesforce)
- Strong verbal and written communication skills

### Qualifications:

- Have completed an undergraduate degree to a 2.2 or higher level

### Skills and Experience:

- Outstanding organisational skills
- Experience and knowledge of prospect pipeline management and research
- Experience of creating and implementing systems and processes for others to use
- Knowledge of relevant legislation and fundraising regulations for all forms of fundraising
- Experience of supporting numerous team members with competing needs and the ability to prioritise
- Experience of successful donor cultivation and stewardship event logistics
- Excellent interpersonal skills and proven ability to persuade others and to work collaboratively to achieve shared aims
- Confident self-starter who can initiate projects and bring them to a conclusion
- Knowledge of Institute of Fundraising Codes of Practice and fundraising GDPR legislation



Please contact [jobs@intouniversity.org](mailto:jobs@intouniversity.org) for more information

# Application and selection process



# Application process

Please complete our application form [here](#) by **9am Monday 28th April 2025**

You will be asked to upload::

1. A covering letter that sets out why you think this opportunity is the right move for you and, with reference to the criteria set out on the previous slides, how your, talents, skills, experience and ethos make you the ideal candidate for this role.
2. Upload your current CV, which should include full education and employment history (including dates, with no gaps left unexplained).
3. Answer some short questions reflecting upon how you have demonstrated the **IntoUniversity** values of Talent, Quality, Compassion, Aspiration and Teamwork (maximum 100 words per question)

**We will invite shortlisted candidates to attend interviews with members of our management team. We will also ask you to complete a short exercise to assess your skills and competencies for this role.**

Please note that in line with our Safer Recruitment practices, successful candidates will be subject to an enhanced DBS Check. The charity's policy on the recruitment of ex-offenders can be found [here](#), and you can find full details of DBS's code of practice [here](#).

## Use of AI

At **IntoUniversity**, we might use technology to help us to manage the recruitment process, but we don't make decisions based on artificial intelligence (AI). We have a human approach to hiring and all applications are reviewed and assessed by our team.

Similarly, we recognise that AI can be a useful tool to support you when you're applying for a job, but what we are most interested in is hearing about is **your** individual motivation, experience, skills and values, so please be yourself!

There are ways that AI can be really helpful - for example, you might choose to use it to proofread your application, including checking for spelling mistakes or helping with formatting.

There are also some pitfalls to avoid when using AI. To ensure that your application stands out, avoid standard AI answers, and make sure that your responses reflect your own thoughts and experiences. For example, we'd strongly suggest that you don't ask AI to answer why you want to work for **IntoUniversity** - the AI software doesn't know what motivates you. We want to hear from you!

And of course, we have no expectation for candidates to use AI - if you'd prefer not to use AI at all, that's absolutely fine.

## Selection process

### What is the selection process?

**1. Application Submission**

Please complete the application form [here](#) before **9am Monday 28th April 2025**.

**2. CV and Cover Letter review**

The shortlisting panel will then review your CV and Cover Letter to ensure your qualifications and experience align with the role and your values align with our charity.

**3. Values Question review**

Selected applications will be taken through to the values question review stage where the shortlisting panel will review values question submissions.

**4. Interview (in-person)**

We will invite shortlisted candidates to attend interviews with members of our management team. We will also ask you to complete a short exercise to assess your skills and competencies for this role. This is scheduled to take place on Tuesday 6th May.

**5. Offer**

After the final interview, we will contact successful candidates with an offer.

You can read about the qualities that we're looking for on the following pages of this job description.

Please note that in line with our Safer Recruitment practices, successful candidates will be subject to an enhanced DBS check if selected for this role in England, and to a PVG scheme membership check if selected for this role in Scotland.

The charity's policy on the recruitment of ex-offenders can be found [here](#), and you can find full details of DBS's code of practice [here](#) and full details of Disclosure Scotland's code of practice [here](#). You can also find our Safeguarding Policy [here](#).

# Accessibility and adjustments

**We are committed to providing reasonable adjustments throughout our recruitment process and we'll always endeavour to be as accommodating as possible.**

If you require a different format of the application form, such as large print or Word format, or if you would like to discuss any specific requirements, please get in touch with us at [jobs@intouniversity.org](mailto:jobs@intouniversity.org) or call 0207 243 0242 and ask to speak to a member of the HR Team.

For further information on accessibility and adjustments during our recruitment process, and our commitments as a Disability Confident Committed Employer, please visit the Accessibility FAQs page on our website at <https://intouniversity.org/content/accessibility>





# Get in touch

If you would like to find out more  
please visit our website [www.intouniversity.org](http://www.intouniversity.org),  
call us on **020 7243 0242**  
or email [jobs@intouniversity.org](mailto:jobs@intouniversity.org)

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