



Job Description

Director of Fundraising and Marketing



About the role

TITLE

Director of Fundraising and Marketing

REPORTING TO

Chief Executive Officer

CONTRACT

Permanent, full-time (37.5 hours per week)

LOCATION

The role is primarily based in London with regular travel to our London Bridge office and frequent meetings across the city. Occasional travel may be required to our apprenticeship programmes nationwide.

SALARY

£58,000- £60,450



About Coach Core

At Coach Core, we believe every young person deserves the chance to unlock their potential, no matter the barriers they face. For over a decade, we've worked to improve the life chances of marginalised young people across the UK by harnessing the transformative power of sport and apprenticeships.

Since 2012, we've supported over 1,000 apprentices from diverse backgrounds, helping them gain the skills, confidence, and knowledge to thrive in education, employment, and beyond. With the support of over 300 employers, our apprenticeships have delivered more than 1 million coaching sessions, reaching over 14 million participants.

Our Mission: To empower under-represented young people through inclusive sports apprenticeships that drive lasting social and economic change.

Our Vision: A world where every young person can access meaningful education and employment opportunities without barriers or discrimination.

As part of our new strategy 'Project 1500', we aim to support an additional 500 apprentices by 2027, delivering impactful sports programmes, diversifying the workforce, and creating a ripple effect of positive change in communities.



About the role

This is a pivotal leadership role where you will oversee and grow Coach Core's fundraising and marketing efforts to drive long-term impact. As a member of the senior management team, you will play a critical role in building on our successes while developing new opportunities that align with our ambitious strategy.

You will lead a talented team of five, including:

- **Communications & Marketing Manager (managing a Social & Content Officer).**
- **Corporate Partnerships Fundraiser.**
- **Trusts & Foundations Officer.**
- **Fundraising & Marketing Apprentice.**

Your leadership will drive innovation and collaboration across all areas of fundraising and marketing to achieve an annual target of £1.5m by 2026, enabling us to expand our reach and deepen our impact for young people.



About you

This role is perfect for a dynamic and experienced fundraising leader, with a proven track record in implementing a fundraising strategy, building relationships and delivering results. Your leadership will ensure our team thrive, meet their targets, and feel empowered to make a lasting impact. We are looking for a passionate and proactive leader who thrives on making a difference and is very comfortable operating with a 'can do' attitude within our relatively small but brilliant team.

Key attributes and experiences include:

- **Strategic Leadership:** Proven experience in delivering successful fundraising and marketing strategies to meet ambitious income targets.
- **Proven Fundraising Success:** Track record in growing trust and foundation funding, corporate partnerships, and philanthropic giving in particular. The ideal candidate will demonstrate a strong track record in these areas, with additional experience in other income streams — such as events and public funding — considered highly advantageous.
- **Marketing and Communications Expertise:** Ability to oversee impactful campaigns that elevate brand visibility, engage supporters, and communicate organisational impact effectively.
- **Team Leadership and Development:** Exceptional ability to lead, support, and inspire diverse teams, fostering collaboration and driving high performance.
- **Strong Networking and Relationship-Building Skills:** Adept at building and nurturing relationships with donors, partners, and stakeholders, with a compelling presence at events and meetings.
- **Data-Driven Approach:** Proficiency in using data and insights to evaluate performance, guide decision-making, and refine strategies for fundraising and marketing.
- **Passion for Social Impact:** A belief in the power of sport and/or that employment and education are the true levers to transforming young lives.
- **Adaptability and Resilience:** Thrives in a fast-paced environment, managing competing priorities with focus and flexibility.

Benefits package

- Competitive salary with an annual review.
- 4% matched employer pension contribution.
- Flexible working arrangements with 25 days annual leave plus UK statutory/bank holidays, and an additional day off for your birthday
- Expenses paid for any UK travel undertaken for Coach Core purposes.
- CPD budget and a commitment to aid your development and ambitions whenever possible.
- Access to professional memberships with the cost of memberships to relevant organisations (e.g., CIMSPA, Chartered Institute of Fundraising) covered.
- Tech support/equipment allowance, providing necessary tools for remote work, such as a laptop or contribution to home office setup.
- Team away days, offering dedicated team-building events or opportunities to connect with colleagues in a relaxed setting.
- Access to prestigious London working spaces and a growing national partner network.
- Death in service cover and employment insurance as standard.
- Secure cycling facilities and showers for those commuting to our London office.



What staff say

100% of staff agree or strongly agree that:

- ***they are proud to work for Coach Core***
- ***Coach Core cares about its employees***
- ***they would recommend Coach Core as a great place to work!***

“

I have only worked for CCF for a very short time but so far everyone has been incredibly friendly, supportive and welcoming. It is a lovely environment to work in where employees are trusted to manage their own time and work towards goals rather than a pressure environment. I could not feel happier having taken this role and am really excited to get stuck into some bigger projects going forward.



How to apply

To apply for this rare and exciting opportunity, please send your CV and cover letter to fundraising@coachcore.org.uk by Friday, 24th January 2025 at 5pm.

Interview Dates

- First interviews will be taking place across 29th, 30th and 31st January.
- Final interviews will be taking place on 3rd February.

Inclusion Statement

Coach Core is committed to fostering a diverse and inclusive workplace. We encourage applications from individuals of all backgrounds, especially those from under-represented communities.





COACH CORE FOUNDATION

A Charitable Incorporated Organisation registered in England, Scotland, Wales and Northern Ireland.
Registered Charity, number 1186782

Chief Executive Officer: Gary Laybourne

Chairman: Edward Wray

Trustees: Huw Edwards, Sian Hill, Dermot Heffernan, Stephen Mitchell, Andrew Thomas, Eboni Usoro-Brown, Haydn Morgan, Phil Newman, Athos Rushovich, Khaled Amin (Treasurer)

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