



Action for
Pulmonary
Fibrosis

Senior Supporter Care and Campaigns Manager

Charity Commission England & Wales Registered Charity Number: 1152399
Scottish Charity Regulator Number: SC050992

actionpf.org

Job description

Job title:	Senior Supporter Care and Campaigns Manager
Location:	Hybrid Role – 1 day pw in the charity’s Peterborough office
Salary:	Band 4 (£40,000–£45,000)
Hours:	Full-time, 37.5 hours per week. Typically, 9:00 am – 5:00 pm, with flexibility to maintain a good work–life balance. Occasional out-of-hours work may be required, with time off in lieu. (Part-time consider, minimum 4 days).
Reports to:	Director of Fundraising and Communications
Role Areas:	Leading on individual giving streams, this role drives supporter engagement and income growth through targeted campaigns and supporter journeys.

About Action for Pulmonary Fibrosis

Action for Pulmonary Fibrosis (APF) is the UK’s leading patient charity dedicated to improving the lives of individuals and families affected by pulmonary fibrosis. We fund research into better treatments, provide essential support to patients, and campaign for better access to care. Our mission is underpinned by values of compassionate, bold, expert, and collaborative. We believe in creating a supportive environment in which both our employees and beneficiaries can thrive.

Founded in 2013 by people affected by PF and clinicians, APF has grown into a respected national charity rooted in community and evidence.

We provide trusted information and support, help a growing network of support groups, campaign to improve access to care, and invest in research to bring hope of new treatments. APF strives to be an organisation of equity and inclusion, welcoming people from all backgrounds – our team and volunteers aim to reflect the diverse communities we serve. In 2025, we launched an ambitious five-year strategy (2025–2030) co-created with the PF community, which focuses on expanding support, transforming care, and accelerating research. This strategy marks a step change with a clearer focus, stronger delivery model, and greater ambition to ensure no one faces pulmonary fibrosis alone.



Role purpose

The Senior Supporter Care and Campaigns Manager leads how Action for Pulmonary Fibrosis inspires, engages and grows income from supporters over time.

This role ensures that campaign planning, donor insight and supporter journeys are methodically planned, purposeful and income driven. It brings together storytelling, data, stewardship and timing to retain supporters, create deeper connections with our audience and maximise giving.

The postholder will lead a proactive, organisation-wide annual campaign calendar, driving alignment between fundraising and communications, and ensuring APF invites supporters into meaningful opportunities to give throughout the year.

Key responsibilities

Campaign leadership and planning

- Launch and lead an annual campaign calendar engaging with fundraising and communications colleagues.
- Design, launch and evaluate multi-channel fundraising campaigns aligned to audience insight and income targets.
- Ensure campaigns are intentional, sequenced and measured, moving APF from reactive asks to planned giving moments.

Donor insight, journeys and income growth

- Build and optimise journeys that increase retention, upgrade giving and long-term supporter value.
- Use segmentation and behavioural insight to tailor fundraising asks and stewardship.
- Strengthen pathways between fundraising products (e.g. one-off giver to regular donor, campaign responder to in-memory supporter).

The role owns income targets across individual giving, in-memory, regular giving, direct mail and lottery, designing journeys that grow loyalty and lifetime value. It blends analytical discipline with personal fundraising, ensuring supporters are understood, valued and invited to go further.

As a senior fundraising leader and member of the Operational Leadership Group (OLG), the postholder contributes to organisational planning, cross-team decision-making and shared leadership.

In-memory and supporter stewardship

- Lead in-memory campaign strategy, activity and income targets.
- Ensure stewardship is meaningful, timely and effective, driving loyalty, repeat giving and advocacy.
- Partner with colleagues to ensure operational delivery supports campaign success.

Cross-organisational leadership

- Align campaign planning with fundraising, digital and communications goals.
- Champion shared income goals, audience strategy and organisational learning.
- Represent fundraising insight, data and audience needs at OLG level.

Performance and optimisation

- Forecast, track and report on campaign and donor performance.
- Drive improvements in retention, conversion and supporter lifetime value.
- Embed test-and-learn approaches to continually strengthen fundraising results.



Key responsibilities (continued)

Leadership and People Management

- Lead, develop and support a small fundraising team, fostering clarity, ownership, creativity and delivery excellence.
- Provide effective leadership to direct reports, ensuring clear objectives, professional development opportunities, and wellbeing support.
- Set clear expectations, champion learning, encourage innovation, and maintain focus on measurable progress.
- Represent fundraising at a senior level as a member of the Operational Leadership Group, contributing to strategic planning, cross-departmental priorities and organisational culture.
- Act as a senior fundraising leader, supporting colleagues, contributing expertise, strengthening practice and championing organisational learning.

Safeguarding and Compliance

- APF is committed to safeguarding everyone we work with. This role will complete relevant safeguarding training and uphold all policies.

Person Specification

We are seeking a strategic, audience-led and results-driven fundraising leader with the following experience, skills and attributes:

Essential Experience and Knowledge

- Significant experience in individual giving, supporter experience, donor retention, or mass participation fundraising, with a track record of delivering income growth.
- Demonstrable success designing and delivering fundraising campaigns that increase retention, lifetime value, repeat giving or audience conversion.
- Experience designing multi-channel campaigns (e.g. email, direct mail, social, digital, appeals, stewardship touchpoints) and measuring performance and ROI.
- Experience planning and leading annual or multi-moment campaign calendars that align audiences, messaging, insight and asks.
- Demonstrable success building and improving donor or supporter journeys, with evidence of impact, such as retention, upgrade, reactivation or frequency of giving.
- Strong experience and understanding of CRM systems, segmentation and insight to shape fundraising strategy, campaign planning and income forecasting.
- Proven ability to build, manage and deliver against income targets, with a clear understanding of fundraising performance levers.
- Experience working collaboratively across departments to deliver shared plans, particularly with communications, digital or external facing teams.



Person Specification (continued)

Essential Skills and Abilities

- Strategic thinker who is able to translate data and supporter insight into impactful campaign planning and donor journey design.
- Strong commercial mindset, balancing emotional engagement with measurable fundraising outcomes.
- Excellent project and campaign planning skills, able to coordinate complex activity across teams, timelines and channels.
- Confident using data and analytics to gain insight, shape decisions, track performance and recommend improvement.
- Skilled communicator who can build trust, influence stakeholder and bring clarity to planning and delivery.
- Exceptional organiser, able to prioritise, maintain momentum and deliver at pace without losing sight of quality.
- Confident decision-maker with a solutions-first mindset and ability to balance long-term strategy with delivery needs.

Leadership Attributes and Approach

- Senior leader who builds shared ownership of audience strategy, campaign planning and fundraising outcomes.
- Brings clarity, energy and direction, creating alignment across teams to deliver coordinated campaign activity.
- Coaches and empowers colleagues, fostering a culture of learning, improvement and insight-led action.
- Leads with autonomy, accountability and emotional intelligence, balancing strategic influence with operational delivery.
- Resilient and adaptable, able to manage complexity, competing priorities and organisational change.
- Brings credibility and judgement to senior leadership conversations as an active member of the Operational Leadership Group (OLG).

Commitment to Supporter Experience and Fundraising Ethics

- Deep belief that meaningful supporter relationships are the foundation of sustainable income growth.
- Strong understanding of ethical fundraising practice, regulation, data protection, GDPR and supporter consent.
- Champions donor-centric practice while maintaining financial rigour and campaign effectiveness.

Commitment to Equality, Diversity and Inclusion

- Demonstrates a proactive commitment to inclusive fundraising that engages diverse audiences.
- Understands barriers to participation and designs supporter journeys with accessibility, relevance and representation in mind.
- Champions equitable practice in campaign design, storytelling and donor experience.



Person Specification (continued)

Desirable Experience

- Experience developing loyalty-led fundraising programmes such as regular giving, stewardship cycles, or in-memory fundraising.
- Familiarity with digital marketing, automation, supporter segmentation tools or supporter databases.
- Experience of fundraising in health, charity, or social impact sectors.
- Experience presenting campaign plans, audience strategy or fundraising insight to senior stakeholders.

Terms of appointment

Contract:	Permanent
Salary band:	Band 4 (£40,000–£45,000).
Pension:	Auto-enrolment (APF contributes 3%).
Holiday:	25 days plus 3 discretionary days at Christmas, plus bank holidays (pro rata for part-time). Buy/sell leave scheme available.
Location:	Hybrid (Peterborough office 1 day per week).
Hours:	37.5 hours full-time (flexible with TOIL), part-time considered (minimum 4 days per week).
Other benefits:	Flexible working policies, free gym membership at Peterborough office, life assurance.
Probation:	You will have an initial six-month probationary period.
Notice periods:	2 weeks on both sides during the probation period and extending to three months thereafter.

How to apply

Please submit a CV and a covering letter (maximum of two pages) to **HR@actionpf.org** highlighting your skills and suitability to the role, reflecting the key responsibilities in the job description.

First stage interviews to be held virtually on 12th December, second stage interviews to be held at the Peterborough office on 18th December.



