



Challengers

Recruitment pack

Campaign
Manager



ABOUT US

Challengers is a charity dedicated to transforming the lives of disabled children, young people and their families through the power of play. We provide safe and inclusive spaces across the South East where disabled children aged 2-18 can come together to have fun, make friends and learn valuable life skills, while giving their families essential respite from care responsibilities.

Social isolation is an epidemic among the UK's disabled children and their families. While their non-disabled peers have access to clubs, hobbies and playdates, most disabled children have home, school and little else in between.

Challengers is a place where disabled young people can come together to have fun, make friends and try exciting new things in a safe and inclusive environment.

Challengers was established over 45 years ago to help address this inequality, but demands for our services continues to grow and is still as needed today.

We recently launched our new 5-year strategy, outlining our plans to grow our services and help 1000 families through delivery 100,000 hours of support by 2029.

We want to support more families who need us and raise awareness to build a more inclusive society. Are you ready to join us on this journey?

Our services

Pre-school

Inclusive Pre-school setting for disabled and non-disabled children aged 2-5

Play and Youth schemes

Opportunities for children aged 4-12 and young people 13-18 to play, have fun and make friends

555 Service

Alternative provision for disabled individuals aged 8-18 who are out of education

The Hub

Free holistic support and events for families of disabled children and the wider community





OUR IMPACT



Sadly, 59% of families using Challengers have experienced exclusion from other settings. But Challengers is different – we will never exclude a disabled young person from our services because of their complex needs or financial situation, and we make it possible for everyone to have fun and be included.

90% of parents agree that Challengers helps to reduce their child's loneliness



85% say Challengers helps to build a more inclusive community

"Being a parent carer of a disabled child can be exhausting, and Challengers gives us respite which is really important for our family."

I can relax knowing my son is safe to play and be around others, in a place where he will never be judged."

Selina, Challengers Mum





BENEFITS



In addition to joining our fun and friendly community, you'll have access to a range of great staff benefits

Flexible working hours and TOIL

Our usual working hours are from 9am to 5pm, but we are open to discussing flexible working patterns. On occasion where staff members are required to work outside of their usual working hours, we offer Time Off in Lieu. – TOIL

Hybrid working

Our roles allow for hybrid working, with 60% of time spent in the office. The remaining 40% can be spent working from home to support your work-life balance.

32 days of annual leave (pro rata)

Our staff get 32 days annual leave (including Bank Holidays) with extra for long service and after your first year of service you'll get your birthday off! Plus, our offices are closed for Christmas and New Year.

Pension

We offer a NEST pension with ethical savings and 3% employer contribution.

Advanced sick pay

We offer enhanced sick pay .

Sabbatical leave

We offer career breaks after 3 years of service, allowing you time to rest and recharge.

Complimentary tea and coffee

Our offices are always stocked with complimentary tea and coffee to keep you going!

Dedicated Wellbeing Champions

Our Wellbeing Champions are here to lend a listening ear, offering you a chance to talk openly about any concerns you might have.

Central locations

Our two office sites are located on Guildford's beautiful Stoke Park, and a stone's throw from Farnham town centre, allowing you to step away from your desk and enjoy local amenities on your lunch break.

We're proud to be:





JOB DESCRIPTION



Role: Campaign Manager

Salary: £29,000 – £33,000

Hours: 35 hours (full time)

Contract: Permanent

Reporting to: Communication Manager

Location: Primarily based at our Guildford site (GU1 1TU) with flexible work options

About the role:

As Campaign Manager, you'll take the lead in growing our brand knowledge and supporter communications to drive growth in individual giving. You'll bring creativity and drive to build meaningful connections with our amazing supporters – keeping loyal donors engaged and inspiring new ones to get behind our cause. Using Salesforce as our CRM, you'll make sure our supporters feel valued and connected to our work. With a strong focus on implementation, you will help us grow a sustainable donor base, which is critical to our continued fundraising success.

Duties & Responsibilities

Strategy and planning

- Working closely with the fundraising and communications colleagues and the CEO to develop an Individual Giving Strategy.
- Keep up to date with what's happening in the sector and external market to feed into strategy and plans and ensure we are compliant and adopting best practice.

Supporter Care

- Champion fantastic supporter care across the organisation to develop relationships with our donors.





JOB DESCRIPTION



Duties & Responsibilities

Delivery

- Manage the delivery of core programme of warm appeals, supporter newsletter (pipeline), donor acquisition and retention (especially regular donors). This will include developing messaging, creating compelling copy and visual content and leading on the development, design and delivery of campaign assets.
- We have a young legacy programme, you'll be responsible for developing this, and nurturing our relationships with new and existing legacy pledgers.

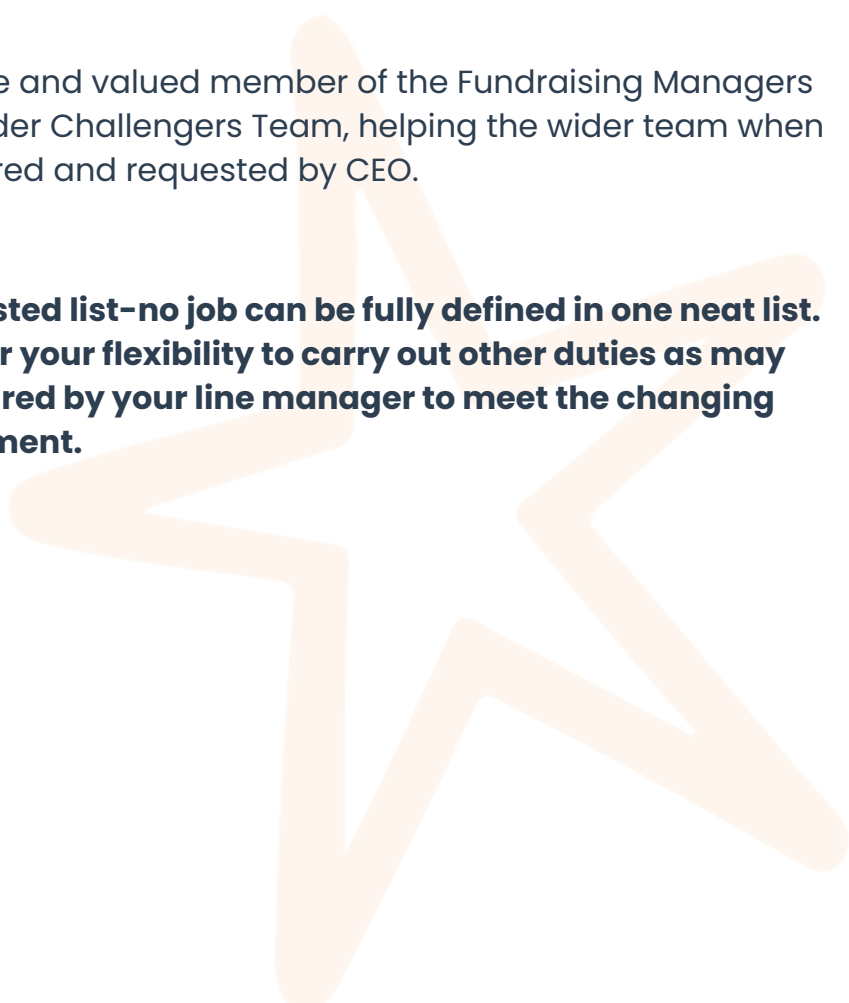
Budget and reporting

- Supporting the management and reforecasting of budgets
- Increasing our return on investment to ensure our donors money is well spent.
- Manage the effective use of Salesforce to track, analyse, and report on individual giving and legacy fundraising performance.
- Ensure data integrity and best practices in CRM usage, optimising donor segmentation, stewardship, and retention strategies.
- Enhance reporting capabilities, improve automation, and ensure a seamless donor experience.

Other

- Become an active and valued member of the Fundraising Managers Team and the wider Challengers Team, helping the wider team when reasonably required and requested by CEO.

This is not an exhausted list-no job can be fully defined in one neat list. We will be looking for your flexibility to carry out other duties as may be responsibly required by your line manager to meet the changing needs of the department.





For this role, you will have:

Knowledge

- In-depth practical knowledge of using communications campaigns to drive action
- An understanding of digital marketing and how it can be applied to fundraising goals.
- Knowledge and understanding of or the willingness and commitment to develop knowledge of fundraising principles, law, regulations and good practice processes and techniques.

Experience

- Experience of managing brand communications programmes.
- Delivering great supporter care and developing supporter journeys.
- Developing compelling cases for support.
- Stakeholder management and communication across a range of internal and external audiences.

Skills and abilities

- Strong attention to detail with excellent project management and time management skills.
- Confident communicator, able to clearly explain our work and adapt messaging for different audiences.
- Proficient in MS Office, with experience using CRM systems (ideally Salesforce) and digital tools such as Canva, facebook adverts and email platforms.
- Understanding of the Social Model of Disability, with a commitment to inclusive practice and continuous learning.

ABOUT YOU



Confidence can sometimes hold us back from applying for a job, but there is no such thing as the perfect candidate and Challengers is a place where **everyone** can grow. We follow equal opportunities so however you identify and whatever background you bring with you, please apply if this is a role that would make you excited to come into work every day.



LOCATIONS



We have offices in Guildford and Farnham – you'll work here if you're part of our office-based support functions.

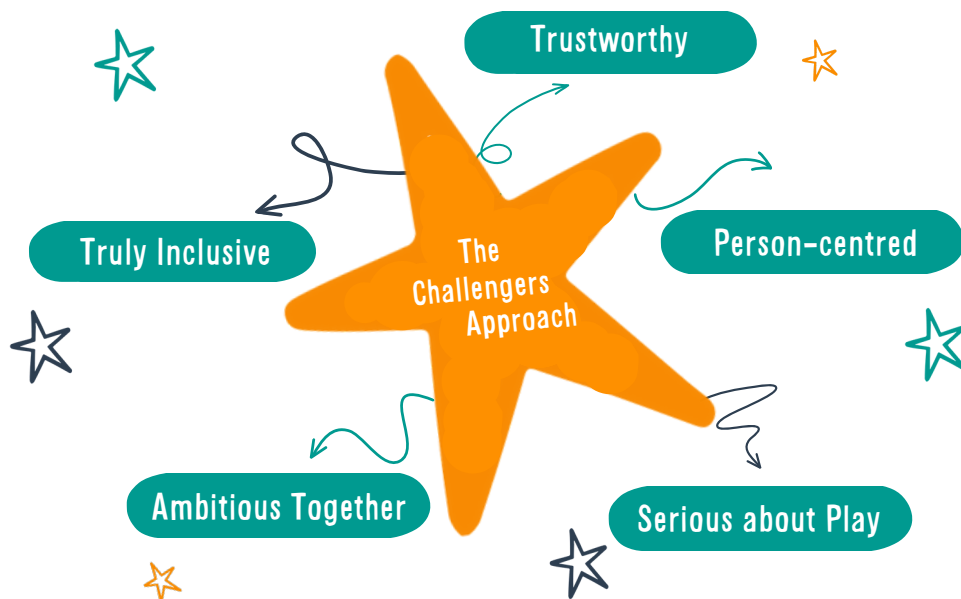
We operate our Pre-school, Play and Youth schemes, and alternative provisions in locations across the South East of England, so if you're working with children and young people you'll be based at one (or more) of these locations.

Where you'll find us



OUR APPROACH

Our approach is built on a foundation of our inclusive culture and five strong values which shape everything we do – how we look after, motivate and develop our employees. We call this the **Challengers Approach**.



Each year we celebrate our staff at our Summer party, with awards for individuals who have embodied the Challengers Approach.

Alongside our approach, we have 4 main aims as part of our 5-year strategy. These will guide the charity's strategic direction until 2029, when we celebrate Challengers' 50th birthday.



Enrich the wellbeing and confidence of disabled children and young people



Advocate for families and challenge barriers that exclude them



Connect families to reduce isolation and build a community of support



Generate as much net income as we can to **invest** in our vital services

TEAM ORANGE



We like to think of Challengers as a big family, where everyone is welcomed, accepted and celebrated for who they are.

Together we're part of Team Orange, and we're on a mission to change the world for the better!



"The children remind me of why I do what I do, and this helps me to keep focused on developing myself and my role further, as I see them doing the same everyday!"

Challengers Playworker



93% of staff agree that Challengers fosters an inclusive work environment



96% of our staff agree they are part of a supportive team





Sound good? Apply to join our team

To apply for this role, please fill out the recruitment form on our website and submit your CV.

We'll send you an email response confirming the submission of your application. If you don't get this, please contact us at:

recruitment@disability-challengers.org

Closing date: **Wednesday 2nd July**

Safer recruitment policy

Challengers is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful candidates will be subject to an enhanced DBS Check and satisfactory references.



APPLY NOW