

Recruitment pack



**Head of Public
Fundraising**

Closing date: 08.01.2026



Dear candidate



Thank you for your interest in our Head of Public Fundraising role.

Public fundraising runs through our DNA at Target Ovarian Cancer. We pride ourselves on delivering the highest quality supporter care to every person who takes on a challenge, bakes a cake, gives a personal donation or leaves a gift in their will. Raising well over half of our income, we know just how important every supporter is to our ability to deliver impact for people affected by ovarian cancer. We also know that the people we engage through our public fundraising channels and activities go on to both give and get support across the charity.

Our new Head of Public Fundraising will lead an established programme of events, products and relationships, developing a renewed strategy to grow income and engagement across mass public audiences. We don't expect candidates to have worked across all areas of the public fundraising portfolio, but an ability to bring together the team to deliver ambitious targets and an understanding of how to motivate support from people of all backgrounds are key. Equally, someone skilled in resource planning, with an ability to make agile decisions and manage complex spend and income budgets, will excel in this role.

As we work across the organisation to develop a renewed strategy to launch in 2026, I am excited about the part our public fundraising team will play in delivering growth in impact.

As part of a talented team within the Fundraising & Engagement directorate, you'll make a tangible impact in a collaborative and encouraging environment. You will join a group of seven skilled heads across the organisation who work closely with the Senior Leadership Team.

I joined the charity with a very personal connection to the cause.

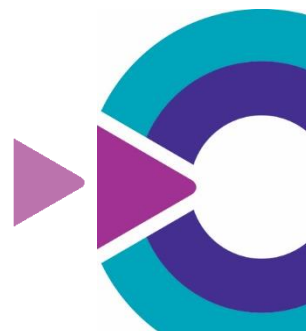
When I was a teenager, a close family member was diagnosed and treated for ovarian cancer. She was lucky to be referred for tests early enough and she is healthy today, twenty years later. But many women are not. Shockingly, one in seven women die within two months of being diagnosed. One in five will be so unwell that they get no cancer treatment at all.

That's why I'm passionate about leading my talented team to engage our audiences to deliver income and impact. I hope you will consider joining us.

Warm wishes,

A handwritten signature in black ink that reads "Anna Cogger".

Anna Cogger, Director of Fundraising & Engagement



What you need to know about the role

Job title:	Head of Public Fundraising
Reports to:	Director of Fundraising & Engagement
Location:	We currently offer a hybrid working model. This means you may usually work from your home or remote location but are expected to attend meetings and pay for your own travel to the office in Borough, London when required. Travel to events across the country may be required and funded in line with our expenses policy.
Hours:	Full time, 35 hours per week, five days per week.
Salary:	£55,000 – 60,000 per annum
Holiday:	Staff start with 25 days' annual leave entitlement, rising to 27 days after one year's service and 30 days after two years' service, plus statutory public holidays.



About Target Ovarian Cancer

At Target Ovarian Cancer, we target what's important to stop ovarian cancer devastating lives.

We give trusted information to help people ask questions and make decisions that are right for them. We connect people with shared experiences, and we support families every step of the way. We stand together as a powerful community for everyone facing ovarian cancer across the UK, sharing stories and raising voices, to make sure that ovarian cancer becomes a health priority.

We know that early diagnosis saves lives, so we work closely with GPs who are at the heart of this, to help them diagnose ovarian cancer faster and earlier – giving everyone the best chance of living. And our investment in research to find new, better and more targeted treatments means that everyone can live with hope for their future.

We're fighting for a world where everyone with ovarian cancer lives, and we're targeting what's important – symptoms awareness, early diagnosis, better treatments and support for all.



Our values

Learn about the values we expect from ourselves and each other, at every level of the organisation, every day.



Supportive

Working together to be there for women with ovarian cancer and their families.



Expert

Bringing together the knowledge, skills and experience to succeed.



Pioneering

Constantly pushing boundaries, innovating and working to be the very best we can be.



Empowering

Helping people to achieve their goals.



Passionate

Women with ovarian cancer are at the heart of everything we do.



Impactful

Delivering the changes that women with ovarian cancer and their families need.



My favourite thing about working at Target Ovarian Cancer is definitely the people – it's an absolute pleasure to be part of such a passionate and dedicated team who are super friendly and fun to work with!"

– Hayley, Head of Digital & Marketing



Specific responsibilities

Public fundraising strategy and leadership

- Develop and implement an integrated public fundraising strategy to deliver income according to agreed targets and aligned with the charity's mission and objectives.
- Lead the team to deliver targeted activity plans across supporter care, community, events, individual giving and legacies that achieve maximum net return on investment and lifetime value.
- Develop and monitor key KPIs and evaluate activities to inform decisions and investments.
- Work with the Head of Digital and Marketing to implement effective cross-organisational acquisition, cross-selling and retention strategies across key audiences.
- Lead a high-performing team to achieve ambitious objectives, providing structure, objectives and coaching.
- Play a part in building a culture within the charity that supports public fundraising through building relationships and ways of working.
- Proactively manage risk within the income portfolio and carry out budgeting and reforecast exercises in line with organisational need.
- Work collaboratively with the Head of Philanthropy & Partnerships and Head of Digital and Marketing to identify opportunities, manage resource and deliver department objectives.

Product-/marketing-led fundraising

- Lead delivery of a programme of insight-led participation products and events targeting new and existing audiences to maximise net return on investment.
- Work with the marketing team to develop new products and marketing plans and to drive innovation.
- Monitor and evaluate product performance using key metrics, adapting strategies and tactics to maximise impact.
- Lead delivery of targeted acquisition, retention and conversion campaigns and products for individual giving and legacy supporters.

Relationship led fundraising

- Develop and deliver a relationship management framework across the team to drive lifetime value across key public fundraising audiences and segments.
- Personally manage relationships with key public fundraising donors and coach the team to maximise value through meaningful relationships.
- Collaborate with the Philanthropy & Partnerships team to deliver effective corporate relationships across the portfolio.



Specific responsibilities

Stewardship and supporter care

- Work cross-functionally to deliver stewardship strategies, including supporter journeys, products, materials and campaigns.
- Oversee the resourcing of our supporter 'front of house' to ensure delivery of high-quality supporter care.
- Oversee the implementation and maintenance of a cross-organisational online shop that streamlines fulfilment and maximises engagement across multiple audiences.
- Maintain a range of materials and assets to maximise fundraising in our community while demonstrating value for money.

Third parties

- Oversee the management of third party suppliers and platforms to achieve value for money and to maximise supporter experience, recruitment, retention and lifetime value.
- Manage the contract with Legacy Link to ensure high quality administration that enables the Legacy Executive Committee to manage the pipeline.

Organisational leadership

All leaders at Target Ovarian Cancer are expected to role model the charity's values and its commitments to equity, diversity, equality & inclusion (EDEI). This includes:

- Creating a psychologically safe, inclusive working environment.
- Demonstrating and encouraging behaviours that support collaboration, transparency, learning and accountability.
- Actively supporting others to grow, feel valued, and succeed.

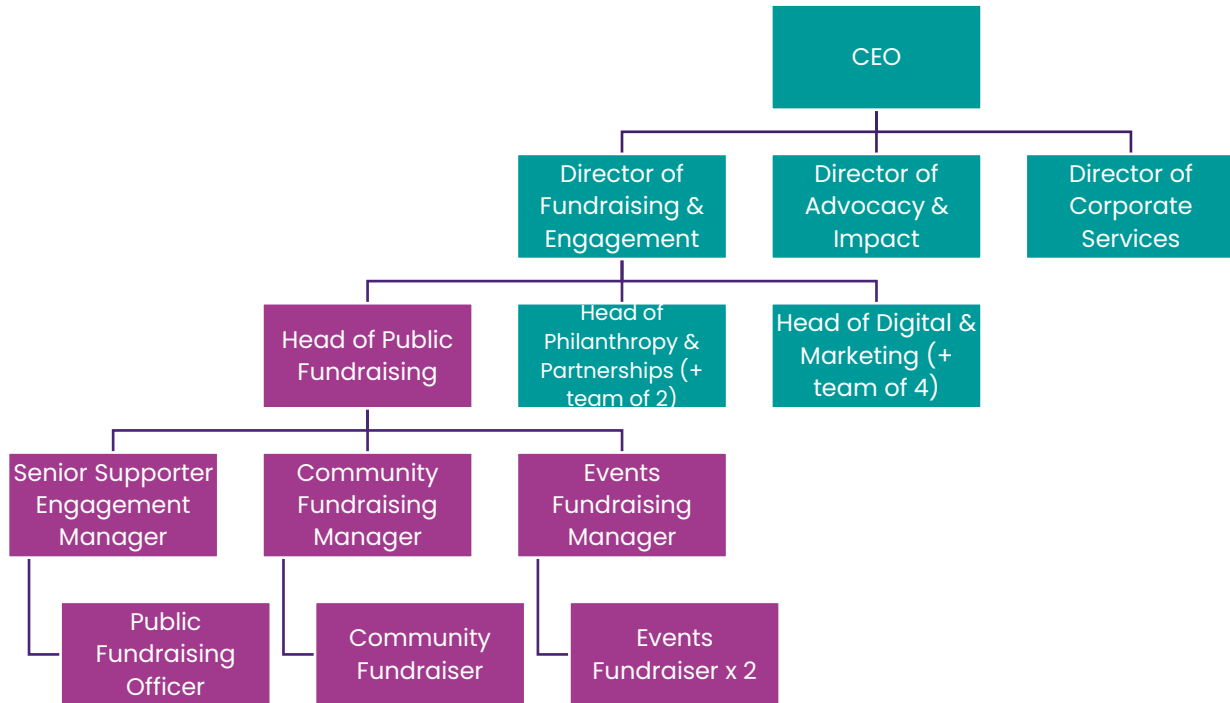
In addition, our Heads are expected to:

- Lead your team effectively in line with the charity's management guidance, ensuring a high-performance culture rooted in support, feedback and learning.
- Actively contribute to the leadership community by demonstrating collaborative behaviours, sound judgement, and a strong sense of shared accountability.
- Own and drive delivery of your team's plans, aligned to organisational strategy, proactively identifying and addressing misalignment or inefficiency.
- Drive improvements and impact using insight, evidence and feedback, taking initiative where there are gaps in data or clarity.
- Champion cross-team collaboration, and identify opportunities to amplify the charity's income and impact through joined-up delivery.
- Manage risk confidently within your area, and contribute to organisation-wide risk awareness and mitigation.
- Continue developing your leadership through reflection, feedback and support for peers and team members.



Specific responsibilities

Team structure



Person specification

The best person for this role will have experience of:	Essential	Desirable
Leadership of at least one of community or events fundraising	X	
Experience of individual giving or legacy giving		X
Income and expenditure budget management	X	
Product and/or event development and marketing (personally or with support of a marketing function)	X	
The best person for this role will have the skills to:	Essential	Desirable
Lead project and functional teams to deliver objectives	X	
Communicate effectively verbally and in writing	X	
Engage with supporters of all types	X	
Proactively manage risk across an income portfolio	X	
Influence key stakeholders	X	
The best person for this role will be (behaviours):	Essential	Desirable
An advocate for the value of public fundraising	X	
Able to manage competing priorities and deadlines	X	
Collaborative and proactive	X	
Capable of demonstrating attention to detail and accuracy	X	
Values driven	X	
The best person for this role will be qualified in:	Essential	Desirable
No specific qualifications required		



Benefits



Holidays

Staff start with 25 days' annual leave entitlement, rising to 27 days after one year's service and 30 days after two years' service and also receive statutory public holidays. This is pro- rated for part time staff.



Wellbeing and organisational culture

We take colleague wellbeing seriously and strive to foster a supportive, respectful environment where everyone can thrive. Our approach includes a weekly wellbeing hour, a positive and inclusive workplace culture and access to a confidential Employee Assistance Programme.



Flexible working

We understand the value of flexibility. Most colleagues work primarily from home and we do not mandate a set number of office-based days, although you will need to attend quarterly all-staff and other meetings as required.



Learning and development

We are committed to continuous learning and development. Our colleagues have access to a range of opportunities including high quality e-learning programmes, personal and leadership development and external courses.



Pension

5 per cent employer contribution.

Equal opportunities

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.



Benefits



Interest-free season ticket loan

Allowing staff to spread the cost of annual public travel to and from the office over a set period of time.



Childcare vouchers

Available to those already on the childcare voucher scheme.



Group life insurance

In the unfortunate event of your death while employed with us, your chosen beneficiaries will receive a lump sum payment of three times your annual salary.



Hybrid working

Our hybrid working policy means staff may usually work from their home or remote location, and are expected to attend meetings and pay for their own travel to the office in Angel, London when required.



Social committee

Target Ovarian Cancer's social committee organises fun social events creating a sense of togetherness and wellbeing among our valued staff.



Flexible working

Our standard full-time working week is 35 hours. We make every effort to support flexible working requests where possible (we respect people's different working preferences and the need for a healthy work-life balance).

Meet the team



I was made to feel so welcome by everyone at Target Ovarian Cancer from my very first day, and that support has definitely continued. The hybrid working model works well, but there are still plenty of great opportunities for us all to meet in person. Everyone has a really strong understanding and passion for our work and what we're here to achieve, and it's fantastic to be a part of that."

– Anna, Digital Marketing Manager



How to apply

Apply by submitting your answers to the questions below and your CV to jobs@targetovariancancer.org.uk. Please also complete [this equal opportunities monitoring form](#) and send it to: equalities@targetovariancancer.org.uk.

Application questions (max 250 words each)

1. Income growth

Tell us your approach to innovation and income growth.

2. Management & leadership

How have you built skills and confidence in your team to support them to achieve their best?

Please submit your application **by 11.59pm on 8th January 2026**.

Interview process:

- First round – Wednesday 14th January 2026 (online)
- Second round – Wednesday 21st January 2026 (in person at our office in Borough)

