

Candidate information pack

Events, Community & Digital Fundraising Manager

Closing date: 5pm, 23rd March 2026

This pack includes:

- Welcome letter
- Organisational values
- About the role
- Job description
- Person specification
- Terms, conditions and benefits
- How to apply
- Equal opportunity monitoring form
- Job applicant privacy policy

Welcome

If you're passionate about healthy living and health promotion, and want to see a world where no one develops a preventable cancer, why not consider joining us at World Cancer Research Fund?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40% of cancers could be prevented.

World Cancer Research Fund champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

As an international network of charities in the UK, EU and US, we've been funding life-saving research, influencing global health care policy, and educating the public on how to make informed choices since 1982.

To meet our vision of living in a world where no one develops a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at wcrf.org

On behalf of World Cancer Research Fund we thank you for your interest in helping to prevent cancer and we wish you the best of luck with your application.

Best wishes,
Human Resources

Our values

EVIDENCE BASED

We are authority on lifestyle related cancer research – continuously learning and evaluating, so that we can deliver excellent outcomes.



INCLUSIVE

Everyone counts – we value, respect and trust each other.



INFLUENTIAL

We are collaborative, engaged and focused on maximising impact in all that we do.



INNOVATIVE

We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.



EMPOWERING

We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.



About the role

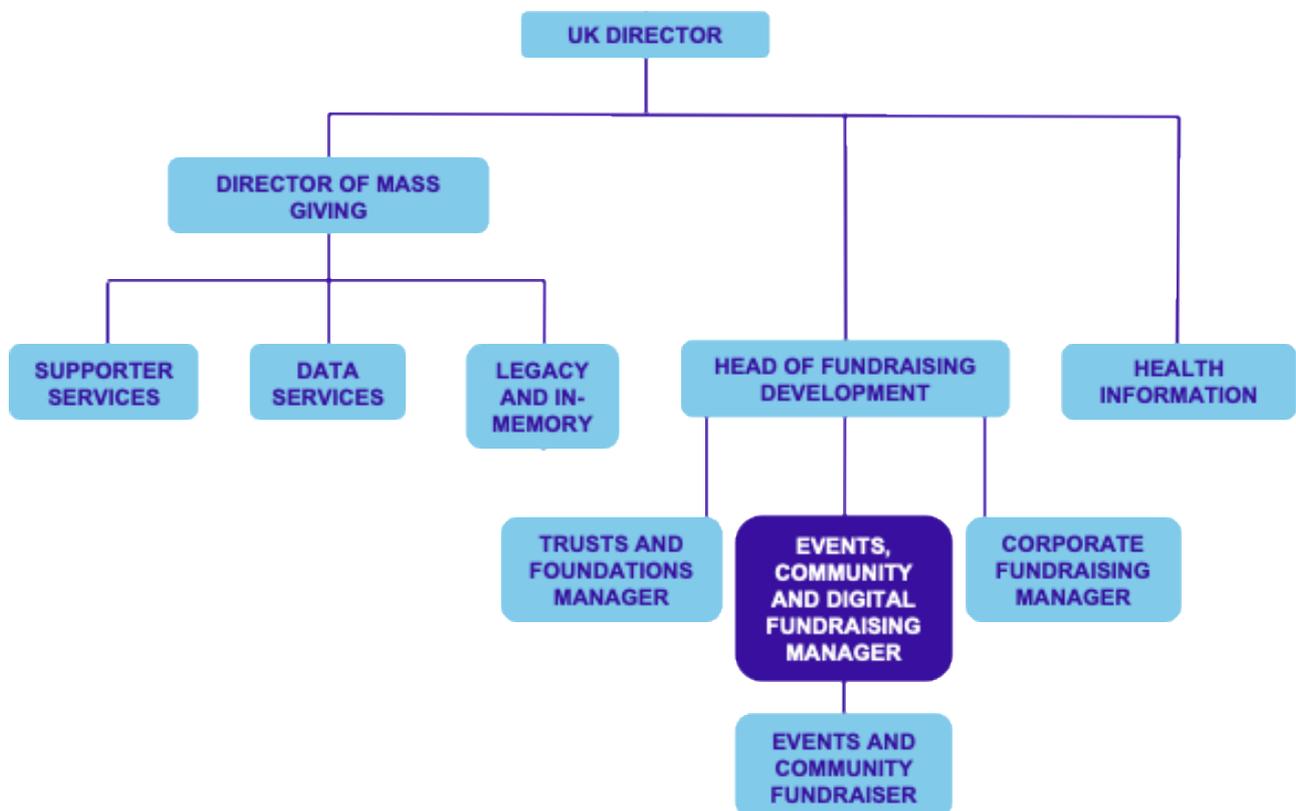
We are seeking an Events, Community & Digital Fundraising Manager to join our friendly and ambitious Fundraising Development team. If you love bringing people together, creating brilliant supporter experiences and using digital innovation to drive impact, this could be the role for you.

This is an exciting time to join WCRF and a wonderful opportunity for an experienced fundraiser to lead and grow WCRF's events, community and digital fundraising programmes at a time of real momentum. You'll play a pivotal role in shaping our fundraising future — building on the success of our running and challenge events, expanding our community fundraising activity, and developing engaging digital and virtual fundraising campaigns. Alongside this, you'll lead and support our Events & Community Fundraiser, helping them thrive and develop.

Who you will be working with:

You will be working with World Cancer Research Fund's Head of Fundraising Development and colleagues across Fundraising, Health Information and Communications & Engagement (especially our Digital team) to deliver integrated, data-led campaigns that inspire supporters, grow income and deepen long-term relationships.

WCRF Fundraising and Health Information Department



What we are looking for:

You'll be a creative, organised and collaborative fundraiser with experience across at least two of the following areas: events, community fundraising and digital fundraising.

You're confident leading projects from idea to delivery, enjoy working with data and insight, and are excited by testing new approaches. Most importantly, you care deeply about supporter experience and are motivated by making a real difference.

The successful candidate will be;

- Leading and growing our events programme, from running and challenge events to new and innovative opportunities in the UK and internationally
- Developing and expanding community fundraising, supporting fundraisers with outstanding stewardship and supporter journeys
- Driving our digital fundraising strategy, including virtual challenges, onboarding journeys and multi-channel campaigns
- Using insight and data to optimise performance, test new ideas and maximise return on investment
- Managing budgets, forecasting and reporting, ensuring ambitious income targets are met
- Line managing and inspiring your direct report, creating a positive, collaborative and high-performing environment
- Working cross-organisation, helping ensure our fundraising activity is visible, engaging and aligned with WCRF's mission

Job Description

Job title	Events, Community & Digital Fundraising Manager
Department	Fundraising and Health Information
Reporting to	Head of Fundraising Development
Responsible for	Events & Community Fundraiser
Contract	Permanent
Location	London N1
Hours	37.5 hrs per week – full time We're a hybrid working employer, meaning you're required to come into the office 2 days per week, currently Tuesday and Wednesday or Thursday
Salary	FTE: £40,000 - £45,000 per annum, plus benefits

Department description

Led by the UK Director, the department is responsible for income generation to support our vision to live in a world where no one dies of a preventable cancer. The UK Directorate comprises: Mass Giving (individual giving, legacies, in memory, data services and supporter services), Fundraising Development (corporate partnerships, trusts and foundations, events, community and Digital Fundraising) and the Health Information department. The main income streams come from our direct mail, committed giving, and legacy programmes, as well as corporate, community, events, trusts, in memorial and digital fundraising.

Main purpose of the role

As the Events, Community & Digital Fundraising Manager, you will play a pivotal role in driving sustainable income growth across WCRF's events, community and digital fundraising programmes. You will lead and inspire the Events and Community Fundraiser, while working collaboratively with colleagues across Fundraising, Health Information, Communications & Engagement - in particular the Digital team - to deliver ambitious, integrated fundraising activity.

Building on the strong growth of our events programme over the past four years, you will sustain this momentum and unlock new opportunities for impact and income. You will shape and deliver our events and community fundraising strategy, ensuring high-quality execution, innovation and measurable results. Community fundraising is a key growth area for WCRF, and your leadership will help realise its full potential.

You will also lead the development and delivery of our digital fundraising programme, including our virtual challenges and be confident taking campaigns from concept through to delivery and evaluation. Working with internal teams and external partners, you will design and test multi-channel fundraising and marketing campaigns, using insight and performance data to continually refine activity and exceed financial targets.

With ownership of strategy, budgets and plans, you will ensure our events, community and digital programmes drive income growth, supporter acquisition, loyalty, retention and long-term engagement. You will bring an innovative, growth-focused mindset, embracing new technologies and approaches to improve efficiency and maximise return on investment.

Central to the role is the development of compelling supporter journeys. You will identify priority audiences, optimise digital platforms, and use data and insight to strengthen acquisition and conversion, enhance supporter experience, and grow our community of committed supporters over time.

This role calls for a creative, organised and collaborative leader who builds strong relationships, delegates effectively, and actively supports the development of marketing and fundraising capability across the team.

Main duties and responsibilities

A Running and Challenge Events	
1	Set the strategic vision and lead on the growth of WCRF's events programmes; identifying new opportunities based on audience insight, maximising income growth and reach new audiences within the UK and Internationally.
2	Oversee the end-to-end marketing strategy for all events, on and offline, that drives participant numbers, supporter retention and lifetime value.
3	Oversee the delivery of the Running and Challenge events programme ensuring income and participant goals are met.
B Community Fundraising	
1	Lead the strategic development, delivery and expansion of WCRF's community fundraising activities, ensuring innovation, impact and strong return on investment across a diverse range of community-led initiatives.
2	Ensure strong relationships are built and maintained with our fundraising ambassadors, our participants and that the stewardship and support offered to participants is second to none, building loyalty and long term support.
C Digital Fundraising	
1	Lead the strategic development, delivery and expansion of WCRF's digital fundraising programme including our virtual fundraising challenges.
2	Design and continuously optimise effective on-boarding and welcome journeys for new donors that deepen engagement, improve donor retention and increase lifetime value.
3	Grow our digital fundraising capabilities by testing new and innovative digital fundraising activities, engagement and acquisition activities, with the aim of recruiting new supporters and maximising long-term income growth.
D Growing our digital reach	
1	Working with the Digital Team, support with the planning, implementation and reporting of paid advertising campaigns for Fundraising and Health Information across multiple channels.
2	Use digital optimisations and targeting to drive income through digital channels.
3	Utilise multi-channel performance tracking tools to analyse the performance of campaigns and test messaging for insights and learnings
4	Champion a test and learn culture by implementing structured experimentation across platforms and audience to inform creative, targeting and media mix decisions.
E Website and organic content	

1	Work with the Digital team to maximise traffic to landing pages linked to fundraising and share learnings with the Health Partnerships Manager and wider team.
2	Use analytics and testing strategies to optimise the fundraising sections for website conversions and SEO.
F	Strategy and Reporting
1	Working with the Head of Fundraising Development, develop the strategies and delivery plans for Events, Community and Digital Fundraising and oversee the delivery of the programmes.
2	Manage and track community, events and digital fundraising activities to enable full reporting and analysis, reporting regularly on performance and progress and identifying improvements
3	Develop budgets for all areas of responsibility to help us achieve our ambitious income goals. Monitor performance and reforecast as appropriate, making adjustments and presenting mitigation plans as needed.
4	Explore and implement ways in which we can improve the ROI of our Events, Community and Digital programmes.
G	Data Management
1	Ensure the database reflects events and activities and that processes are in place to manage event participation and support meaningful supporter journeys.
2	Carry out supporter analysis to determine key trends in online fundraising and use this intelligence to grow our fundraising activities.
H	Line Management
1	Effectively line manage the Events and Community Fundraiser so that they meet their targets and their personal development objectives
I	General
1	Develop and manage annual budgets for areas of responsibility, work within budget constraints to meet all financial targets.
2	Actively contribute to the implementation and ongoing review of the Fundraising Strategic and business plans.
3	Comply with WCRF's policies and procedures.
4	Support the development, review and production of fundraising marketing materials.
5	Ensure all actions undertaken comply with the Data Protection Act.
6	Adhere to the Fundraising Code of Practice and Charities Act and other associated legislation and policy and to keep knowledge of legislation and best practice up to date.
7	Participate and make positive contributions at fundraising and financial review meetings and bi-annual and creative review meetings.
8	Support and work closely with Communications & Engagement team and the Social Media and Marketing Officer, relating to areas involved in – to ensure that events receive appropriate levels of publicity.
9	Keep abreast of developments in fundraising and the activities of other charitable organisations, identify market gaps and new opportunities.

10	To take on new projects within the areas as WCRF in the UK grows and develops and to be flexible in approach to work.
11	Support and gain experience of other WCRF departments.
12	Represent the charity as and when required and promote the work and programmes of WCRF.

Person specification

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

		Application	Assessment	Interview
Experience	Relevant experience of working in the charity sector in at least two of the following areas: Running and Challenge Events, Other Outdoor Events, Digital Fundraising (virtual challenges experience desirable), Community Fundraising.	✓		✓
	Proven experience of working with digital teams or agencies on promoting fundraising activities via digital channels	✓		✓
	Relevant and demonstrable experience of creating, planning, delivering online campaigns and supporter journeys from end to end	✓		✓
	Proven experience in monitoring, analysing and reporting on campaign/activity/event results - including financial and non financial KPIs	✓		✓
	Experience of reaching and retaining cold audiences and creating personalised supporter journeys	✓		✓
	A track record of financial achievement in fundraising and experience in creating and managing budgets and improving ROI.	✓		✓
	Experience of developing compelling content and marketing materials and running multi-channel marketing campaigns	✓		✓
	Proven experience of innovation – testing products and using insights to develop these in subsequent years	✓		✓
	Experience of project planning and co-ordination preferably gained within a fundraising environment	✓		✓

	Proven experience of supporter engagement and the development of the supporter journey from initial contact to retention	✓		✓
	Experience of line management or experience of managing colleagues to deliver projects.	✓		✓
Knowledge and technical skills	Experience of working with social media platforms especially Facebook and Instagram	✓		✓
	Good understanding of paid advertising tracking and ability to analyse results (desirable).			✓
	Understanding of a rewards-based framework that motivates individuals to take action			✓
	Database knowledge and keeping records up to date at all times.	✓		
	Excellent organisational and project management skills	✓		✓
	Knowledge of donor relationship management and excellent stewardship	✓		✓
	Working knowledge of relevant charity law, fundraising regulations, good practice and data protection.	✓		✓
Personal attributes	Ability to organise self, prioritise varied workloads, plan effectively and work to tight deadlines	✓		✓
	Excellent communication skills, with the ability to communicate effectively and creatively, both verbally and in writing	✓	✓	
	Ability to manage Donor information using electronic (e.g. databases) and paper systems, ensuring accuracy and attention to detail	✓	✓	
	Ability to actively support colleagues and build good working relationships at all levels			✓
	Ability to creatively promote and engage the work of WCRF to prospective supporters, presenting information using a variety of approaches and tools to achieve a positive impact and understanding			✓

Other Requirements	An interest in and commitment to healthy living, health promotion and health-related organisations and nutrition	✓		✓
	Willingness and ability to work flexible hours as needed with occasional time away from home and weekend working.			✓

Terms, conditions & benefits

Salaries

World Cancer Research Fund operates a fair and transparent pay policy. We always ensure a salary range is listed on all of our job adverts and we benchmark the salaries for all our roles every 2/3 years to ensure we are paying fairly within market norms.

Staff salaries are paid into bank accounts once a month on the 26th of each month.

Hybrid working

We are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week, Tuesday and Wednesday or Thursday.

Flexi-time scheme

A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours.

Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10am–4pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8am and 10am and leave between 4pm and 7pm. The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be "rolled over" or "banked".

Annual leave

Our annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:

- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

In addition, the office is closed from the last working day before Christmas until the first working day after the New Year.

Sick leave

For full-time staff, we allow up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years' service.

Pension plan

We contribute into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. World Cancer Research Fund will match the employee's contributions of up to 5% of the employee's salary each month.

We also offer staff the option to switch their pension to a salary sacrifice arrangement on request.

Private healthcare

We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

Dental cover scheme

We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

Life assurance and income protection

We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual's salary on death while employed alongside critical illness cover.

Permanent Health Insurance (PHI) scheme

All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation's Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

Season ticket loan scheme

Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Cycle to work scheme

Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

World Cancer Research Fund office also offers secure, lockable, storage for your bike and there are showers available within the office.

Employee assistance programme

All employees, and their families, have access to a 24-hour confidential advice and support line. This service offers access to trained advisers and counsellors from The British Association for Counselling and Psychotherapy (BACP) who can offer advice on a range of issues, including financial and debt concerns, legal information, relationship or family worries, bereavement, stress, anxiety and other emotional issues. If appropriate you may also be referred for up to eight sessions of face-to-face counselling.

Mental health and wellbeing

We run a Mental Health Champions scheme that staff can volunteer to be a part of. Our Mental Health Champions are sent on an accredited Mental Health Training Course and are then available to offer help to any staff member experiencing a mental health problem; guiding them to access appropriate professional help. They also work in collaboration with the organisation to promote wellbeing and encourage a culture where mental health can be discussed openly.

Flu vaccinations

We offer staff the chance to receive a free flu vaccination each year. This is either at the World Cancer Research Fund office, where a trained nurse will be arranged who will administer the vaccine onsite, or by providing a voucher to enable them to receive the vaccine at a participating pharmacy of their choice.

Christmas and summer parties

We hold two annual parties, in the Summer and at Christmas, paid for by the organisation, for staff to come together outside of work and have fun!

Dog friendly office

Staff currently have the opportunity to bring their dog into the office one day per week (Thursdays) subject to World Cancer Research Fund guidelines.

Training and development

World Cancer Research Fund is committed to enabling professional development and all staff are encouraged to regularly discuss training and development. In addition, there is an annual appraisal process in place during which individual needs are formally discussed and identified.

We also offer payment for job-related professional subscriptions and fees (subject to World Cancer Research Fund guidelines), opportunities to attend international conferences on behalf of the organisation, and study leave and sabbatical leave policies.

Probationary period and notice period

The post-holder is subject to a 6-month probation period during which 1 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 2 months' notice period.

How to apply

Recruitment timetable:

Closing date for applications:	5pm, 23 rd March 2026
First interviews:	31 st March and 1 st April
Second interviews (if applicable):	w/c 13 th April

To apply

You can apply for this vacancy by submitting a CV (max. 3 pages), covering letter (max. two pages) and a completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email or post:

E-mail: hr@wcrf.org

Address: Human Resources
World Cancer Research Fund
140 Pentonville Road
London N1 9FW
UK

Phone: 020 7343 4200

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.

Equal opportunity monitoring form

World Cancer Research Fund is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for:	
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Please tick the appropriate boxes below:

Gender

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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Disability

World Cancer Research Fund welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Ethnic group

The categories indicated below are those recommended for use by the Commission for Racial Equality.

How would you best describe your ethnic origin?

Bangladeshi	<input type="checkbox"/>	Indian	<input type="checkbox"/>
Black – African	<input type="checkbox"/>	Irish	<input type="checkbox"/>
Black – Caribbean	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Black – Other (please specify)	<input type="checkbox"/>	White	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>

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Nationality

UK	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

.....

Thank you for answering these questions.

Job applicant privacy notice

As part of any recruitment process, World Cancer Research Fund collects and processes personal data relating to job applicants. World Cancer Research Fund is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. World Cancer Research Fund collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements;
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- Information regarding your right to work in the UK; and
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

How we handle the data that is submitted by you

This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. We do not share your data with any third parties.

Why we process personal data

We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate's suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

Disclosure of your information

World Cancer Research Fund may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not

lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

Data retention

We will retain your personal data for a period of 1 year after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

What if you do not provide personal data

You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.

Automated decision-making

Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

Data protection legislation (your rights)

As a data subject, you have a number of rights including:

- Access to your data on request
- Require us to stop processing your data on demand
- Requires us to delete your data on demand
- To change any incorrect or incomplete data we hold on you
- Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact: The Director of HR & London Operations, World Cancer Research Fund, 140 Pentonville Road, London N1 9FW.