



**Fighting to create a world where all  
single parents and their children thrive**

# **Individual Giving & Grants Officer**

Gingerbread, the charity for single-parent families, is registered in England and Wales as a company limited by guarantee, no. 402748, and a registered charity, no. 230750





# Welcome



**Sarah Pinch**  
Chair, Gingerbread

**Thank you for your interest in joining the Gingerbread team. This is an exciting opportunity to join a passionate and inclusive organisation making a real difference to single-parent families across England and Wales.**

This pack will tell you more about our charity. It includes details of the Individual Giving & Grants Officer role, how to submit your application and some background information about our history and the work we're doing today.

Gingerbread is the charity for single parents. We challenge discrimination, and campaign against the inequalities single parents face. We support single parents by providing them with information and we build connections – providing a support network so that no single parent is ever alone.

There are over 2 million single parents in England and Wales. Although the majority of them are working, they're twice as likely to live in poverty as couple parents. And too many single parents experience loneliness, worry and the impact of negative stereotypes in the media and wider society. Gingerbread is leading the fight to create a society where all single parents and their children can thrive. We hope you'll consider joining us.

As you'd expect, we're a family-friendly charity. We offer a supportive team culture and good work-life balance, while delivering impressive results.

We'd be delighted to discuss this role with you so please get in touch by emailing [recruitment@gingerbread.org.uk](mailto:recruitment@gingerbread.org.uk) if you'd like any more information. We look forward to hearing from you.



# What Gingerbread does

**Gingerbread has supported and championed single parents since 1918. Originally called the National Council for the Unmarried Mother and her Child, we've worked for over 100 years to make sure that single parents are not forgotten.**

Our campaigns have led to changes in the law. We've influenced the government and challenged stigma and stereotypes. Our information helps tens of thousands of single parents every year.

Through our policy work, we ensure that our members' concerns and experiences are taken to the heart of Westminster and our in-person and online communities can be found across England and Wales, providing support and friendship to thousands of single parents and their children.

In 2022, we launched our latest strategy with a focus on improving the financial situation and the mental health and wellbeing of single parents.



## **Our vision**

Our vision is of a world where all single parents and their children can thrive



## **Our mission**

We stand with and support single parents to overcome disadvantage, inequality and injustice



## **Our values**

We are brave, trustworthy, supportive and ambitious



# Working with Gingerbread

## Where we work

Our work spans England and Wales.



We are a remote organisation, with our team working flexibly from various locations across the country. While we don't operate from a traditional office, we are registered at Canopi, 82 Tanner Street, London SE1 3GN, where we make use of hot desks and meeting/event spaces as needed.

## When we work

Staff can choose to work between 7:30am and 7:30pm, with a schedule that suits both you and your line manager.



We're happy to accommodate flexible working requests from day one.

## Equal opportunities

We strongly encourage applicants from all backgrounds to apply, including underrepresented communities and single parents.



To help us assess the effectiveness of our recruitment process, please complete a diversity and equality questionnaire [via MS Forms](#). Your responses are completely anonymous, stored confidentially by our HR team and will not be shared with the selection panel.



# What we can offer you

## We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits.

Depending on the type of contract, some or all of these benefits may change, i.e. for a freelance contract.

### Working culture

- A friendly and supportive work environment
- Flexible working options available from day one to help maintain a healthy work-life balance
- Opportunities for training and professional development
- Two charity days annually to volunteer with an organisation of your choice
- Be part of a team dedicated to making a positive impact for single-parent families across England and Wales

### Reward

- A competitive salary, Gingerbread is an accredited Living Wage Employer
- Workplace pension with Aegon (Gingerbread makes a 5% contribution)

### Time off work

- Generous annual leave allowance of 28 days plus bank holidays
- Office closure between Christmas and New Year
- An extra day's leave after two years' service
- Buy up to five days of annual leave a year

### Health and lifestyle

- Employee Assistance Programme (Employee advice line and discounts/promotions from leading name brands, restaurants and cinemas)
- Cycle to work scheme to help you buy a bike
- Eye tests and contribution to glasses needed for your job
- Technology loan scheme



# What we are looking for

## Job Description - Individual Giving & Grants Officer

<b>Job title</b>	Individual Giving & Grants Officer		
<b>Hours</b>	35 hours/week	<b>Salary</b>	£28,000-£32,000 depending on experience
We welcome flexible working arrangements, including part-time, job sharing, condensed hours, and other options to support work-life balance.			
<b>Location</b>	Remote with occasional travel to London	<b>Reports to</b>	Fundraising Manager
<b>Contract</b>	Permanent		
<b>Job purpose</b>			
This role is pivotal in growing and sustaining Gingerbread’s income from individual supporters and charitable trusts. You will lead on the development and delivery of individual giving campaigns and manage a portfolio of small to medium-sized grants, helping us to deliver vital services to single parent families.			



## Job Description - Individual Giving & Grants Officer

### Key responsibilities

<b>Individual Giving</b>	<ul style="list-style-type: none"><li>• Develop and implement a year-round individual giving strategy, including acquisition, retention, and reactivation of donors.</li><li>• Plan and deliver multi-channel fundraising campaigns, including digital (email, social media, website), direct mail, and telephone appeals.</li><li>• Create compelling fundraising content and supporter journeys that inspire donations and deepen engagement.</li><li>• Manage and grow the regular giving programme, including donor upgrades, reactivation, and stewardship.</li><li>• Lead on donor segmentation and data analysis to inform targeting, messaging, and campaign performance.</li><li>• Oversee donor stewardship, ensuring timely and personalised thank-you communications, impact updates, and supporter recognition.</li><li>• Test and optimise campaigns, using A/B testing, analytics, and supporter feedback to improve results.</li><li>• Work with external suppliers (e.g. designers, printers, digital agencies) as needed to deliver campaigns on time and within budget.</li><li>• Maintain accurate donor records and reporting using the CRM (Salesforce), ensuring GDPR compliance and data integrity.</li></ul>
<b>Grants &amp; Trusts</b>	<ul style="list-style-type: none"><li>• Research and identify new funding opportunities from charitable trusts and foundations.</li><li>• Write compelling funding applications and tailored proposals aligned with Gingerbread's strategic priorities.</li><li>• Manage a portfolio of existing funders, ensuring timely reporting, relationship management, and renewal applications.</li><li>• Collaborate with service delivery and policy teams to gather data, outcomes, and case studies for applications and reports.</li><li>• Maintain a grants pipeline and calendar to track deadlines, income, and reporting requirements.</li></ul>
<b>General</b>	<ul style="list-style-type: none"><li>• Contribute to the development of the overall fundraising strategy and income forecasting.</li><li>• Support cross-team projects, events, and campaigns as needed.</li><li>• Stay informed of sector trends, compliance requirements, and best practices in fundraising.</li></ul>
<b>Corporate Responsibility</b>	<ul style="list-style-type: none"><li>• To take a flexible approach to work and duties within an appropriate level of responsibility, carrying out other duties as directed by the Senior Management Team.</li><li>• To actively contribute to organisational cohesion, encouraging cross-team working and a problem-solving approach.</li><li>• To work in line with Gingerbread's values and <a href="#"><u>Code of Conduct</u></a>.</li><li>• To take personal responsibility and ensure compliance with corporate policies, including safeguarding, confidentiality, health and safety, data protection and risk management.</li><li>• To support a digital-first and collaborative approach to all work.</li><li>• To champion and promote equality and diversity in your work area and the broader organisation.</li><li>• To ensure the single parent voice and experience informs the design and development of your work, where possible.</li></ul>



## Person Specification

Criteria	To be assessed via application	To be assessed at interview
<b>Essential</b>		
Proven experience in individual giving fundraising, with a track record of delivering successful campaigns.	✓	✓
Strong copywriting and storytelling skills, with the ability to tailor messages to different audiences.	✓	✓
Experience using CRM systems (ideally Salesforce) for importing data, donor management and reporting.	✓	✓
Excellent organisational skills and attention to detail.	✓	✓
Proactive and curious, willing to take initiative, ask questions, and find the information needed to get the job done.	✓	✓
Ability to work independently and collaboratively in a small team environment.	✓	✓
Analytical mindset with experience using data to inform decisions and improve performance.	✓	✓





## Person Specification

Criteria	To be assessed via application	To be assessed at interview
<b>Desirable</b>		
Experience in trust and foundation fundraising.	✓	✓
Knowledge of digital fundraising tools and platforms (e.g. Mailchimp, JustGiving, Enthuse).	✓	✓
Understanding of issues affecting single parent families or experience working in a social justice or family-focused charity.		✓
<b>Corporate</b>		
A commitment to the work of Gingerbread and to improving the lives of the UK's 2 million single parent families.		✓
Able to work confidentially in a digital office, including standard Microsoft Office software packages and CRM bases and identifying opportunities to use digital to improve efficiency.	✓	✓
Highly developed understanding of equality, diversity and inclusion principles and how they affect the organisation.		✓



## How to apply

If you are interested in becoming Gingerbread's Individual Giving & Grants Officer, please send your CV and a cover letter detailing your motivation and how you meet the person specifications to [recruitment@gingerbread.org.uk](mailto:recruitment@gingerbread.org.uk).

Candidates are welcome to demonstrate their ability to match the person specification by expanding on how their experience, training and/or qualifications might have provided them with the knowledge or skills required for the role. Successful candidates will be appointed on merit.

If you have any questions about your application or the application process, please contact the HR team at [recruitment@gingerbread.org.uk](mailto:recruitment@gingerbread.org.uk).

We would like to take this opportunity to remind you that you will require an existing right to work in the UK for us to progress your application.

