

gr'ef  
encounter

supporting bereaved children & young people



**Assistant Director of Income  
Generation - Major Donors**

**Candidate Information Pack**

**June 2026**

“Could you help shape a future  
where every bereaved child and  
young person can find hope and  
healing when  
they need it  
most?”



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## Welcome from our CEO

Thank you for your interest in the role of Assistant Director of Income Generation. I'm delighted that you are considering joining us at a time when our mission, our ambition, and our impact have never been more important.

Our organisation is built on three core values: Compassion, Integrity, and Excellence. These values guide every decision we make. They shape how we support the people we serve, how we work with one another, and how we build meaningful, lasting relationships with those who choose to invest in our mission.

This role sits at the heart of that commitment.

As Assistant Director of Income Generation, you will play a pivotal part in strengthening our financial resilience and expanding the reach of our work. A key focus of your leadership will be nurturing and deepening relationships with our major donors, individuals and partners whose generosity and belief in our mission make transformational change possible. They deserve a level of stewardship that reflects our values: Compassion in how we understand their motivations, Integrity in how we communicate our impact, and Excellence in the experience we provide at every touchpoint.

We are looking for someone who brings strategic insight, creativity, and a genuine passion for building partnerships that last. Someone who can inspire confidence, champion support, and lead with both heart and clarity. In return, you will join a team that is collaborative, ambitious, and deeply committed to making a difference.

I hope this candidate pack gives you a clear sense of who we are and the impact you could have here. Thank you once again for exploring this opportunity.

Warm regards,

**Suzy**

Chief Executive Officer

# About us

## Who we are

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[Grief Encounter](#) was founded by Dr Shelley Gilbert MBE, and our mission is to give every child and young person and their families access to the best possible support following the death of someone close.

We are an open-access charity, funded by the generosity of our supporters, and here to help alleviate the pain and confusion caused by the death of a parent or sibling. Bereavement is devastating at any age, but for a child it is life-changing.

## What we do

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We work closely with individuals, families, schools and professionals to offer a way through the anxiety, fear and isolation so often caused by grief. Our services include:

- One-to-One counselling
- Group workshops
- Music, art and drama therapy
- Therapeutic residential weekends
- Bespoke support for schools, universities and colleges
- Accredited training courses and webinars for professionals
- Award-winning resources including our unique Grief Relief Kit, Grief Encounter Workbook and Journal

## Our impact

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- 756 Grief Relief Kits sent out
- 959 calls to the Support Line
- 2,263 children, young people and families supported across our services in 2024/2025
- 213 Bereavement Support Sessions attended
- Sleep therapy delivered to 31 children and young people
- 3 in 5 of our referrals came from the 30% most deprived areas
- 77 volunteers



## Our vision, mission & values

### Vision

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A world where no child grieves alone.

### Mission

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To help children, young people and their families to find hope and healing after the death of someone close.

### Values

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#### 1. Integrity

We act honestly, ethically, and with courage.

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- Fundraising: Ensure all communications and supporter interactions are transparent and accurate, building long-term trust and credibility.
- Service Delivery: Uphold ethical standards in therapeutic practice, making decisions that prioritise client welfare even under pressure.
- Office/HR: Foster an open and accountable culture, ensuring policies and decisions

#### 2. Compassion

We lead with empathy and kindness, putting people first.

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- Fundraising: Build meaningful relationships with supporters by understanding their motivations and demonstrating genuine care for their impact.
- Service Delivery: Design services that respond to the diverse needs of children, young people, and families with sensitivity and empathy.
- Office/HR: Create supportive workplace policies and initiatives that prioritise employee wellbeing and engagement.

### 3. Excellence

We deliver the highest quality and make a meaningful difference through our work.

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- Fundraising: Understand and respond to the competitive market, ensuring fundraising initiatives are targeted, ambitious, and deliver the right return on investment.
- Service Delivery: Continuously enhance services using evidence-based practices to achieve the best possible outcomes for children, young people, and families.
- Office/HR: Develop and maintain efficient systems, processes, and structures that drive organisational performance and effectiveness.



# Context of the role

## Strategic priorities

Grief Encounter is focused on expanding access to bereavement support, ensuring more children and young people can receive timely help after the loss of someone close. We continue to strengthen and broaden our therapeutic offer, combining clinical services with practical and emotional support.

A key priority is providing earlier, more accessible support pathways through helplines and digital services, acting as a first point of contact for families.

Alongside this, we must secure sustainable income in a wholly donation-funded model, while raising awareness of childhood bereavement. Across all areas, we continue to evolve our services in response to rising demand and changing needs.

## Fundraising landscape

The Income Generation function manages an income budget of around £3m a year, with around two thirds linked to the biannual Gala Dinner. As a result, the income profile varies slightly from year to year, with higher returns in Gala years and a clear need to strengthen major donor income and stewardship in non-Gala years. Other income streams include trusts and foundations, community fundraising, challenge events, regular giving and Gift Aid.

Against that backdrop, the priority is not only to grow income but to build stronger pipeline discipline, improve follow-up and data quality, and bring more consistency to donor communications and relationship management. This role adds senior capacity beneath the Director of Income Generation, helping to create a more resilient, organised and high-performing function while supporting a collaborative, hands-on team culture.

## The team

The Income Generation team currently consists of 8 staff (expected to rise to 10 with this and one other appointment), supported by two freelancers and led by the Director of Income, who is currently balancing both team leadership and delivery. The team manages a strong

base of longstanding supporters, including major donors and high-value events, but is operating at capacity and carrying some risk in how key relationships are held.

This role sits directly beneath the Director of Income and above the two 'Head of' positions, adding senior capacity at Assistant Director level. You will take on line management responsibility (likely one to two direct reports) and contribute to wider team strategy and oversight of major donor income generation.

The postholder will operate as part of the wider senior leadership group, with a clear remit to support delivery, strengthen team structure, and deputise where needed.

## What success looks like

Success in this role will first be seen in the strength of leadership you bring to the Income Generation function: becoming a trusted deputy to the Director of Income Generation, taking meaningful work off her plate, helping lead a supportive and hands-on team culture, and bringing greater structure, consistency and accountability across planning, reporting, follow-up and donor communications.

You will help the team become more organised and data-led, with clearer processes, stronger CRM discipline and more reliable stewardship. Alongside this, success will be reflected in major donor performance: building and managing a clear, reportable pipeline, improving the consistency and quality of donor engagement, growing support from existing donors, and helping deliver the role's indicative £1m major donor target over time, while strengthening the organisation's resilience in both Gala and non-Gala years.



# Assistant Director of Income Generation – Major Donors

<b>Location</b>	Mill Hill Broadway, London. Hybrid (2 days WFH per week)
<b>Salary</b>	£60-70k
<b>Benefits</b>	36 days annual leave (incl. public holidays). Pension. Health and wellbeing cashback scheme. (Full details available on request).
<b>Contract</b>	Permanent
<b>Reports to</b>	Director of Income Generation

## Role Purpose

To act as key deputy to the Director of Income Generation, while also playing a pivotal role in managing and growing relationships with high-value supporters.

You will work closely with a freelance philanthropy consultant who retains certain long-standing donor relationships and leads on the Gala Dinner.

You will also collaborate with the Events and Community Fundraising Teams to leverage challenge events and internal events as cultivation and stewardship opportunities for major donors.

## Responsibilities

### Directorate Leadership & Strategic Support

- Act as Deputy to the Director of Income Generation, supporting leadership and effective management of the Fundraising Directorate.
- Chair or lead internal fundraising meetings as required, including *Heads of Fundraising* meetings.
- Support the development and delivery of fundraising strategy, annual plans, and income forecasts.
- Provide cover for the Director of Income Generation when required, representing the fundraising function internally and externally.

- Support a joined-up approach across major donors, events, community fundraising, and other income streams.
- Part of senior leadership – CEO, Directors, ADs. Senior leadership Team/Senior Leadership Group.

### **Internal Collaboration & Leadership**

- Work in close partnership with the Director of Income Generation to support the strategic leadership and direction of the fundraising function.
- Provide leadership across fundraising teams to foster collaboration, shared learning, and consistent adoption of best practice.
- Contribute actively to directorate-level decision-making, annual planning, and performance review.
- Prepare and present high-quality reports, briefings, and updates for senior leadership and trustees.
- Support senior leaders and trustees in their engagement with major donors, providing strategic guidance and advice to maximise impact.

### **Major Donor Relationship Management**

- Lead and oversee a portfolio of major donors and prospects, ensuring a strategic, personalised approach to stewardship and cultivation.
- Serve as the primary relationship manager for designated donors, including the highest-value and strategically significant supporters.
- Lead the development of proposals, multi-year asks, and meeting briefings.
- Attend meetings with donors, including making financial asks where appropriate.
- Own and manage the major donor income pipeline, including target-setting, forecasting, and performance monitoring.
- Overall responsibility for MD budget line.
- Use research and insight to identify and cultivate new prospects, ensuring the pipeline aligns with organisational priorities.
- Ensure all donor interactions and activities are accurately recorded in the CRM.
- Track donor progress, stewardship milestones, and meeting outcomes.

### **Collaboration with the Freelance Philanthropy Consultant**

- Oversee the consultant relationship to ensure alignment with organisational strategy and income targets.

- Coordinate shared portfolios and ensure seamless communication across the team.
- Support Gala Dinner donor engagement, including sponsorship approaches, table hosts, and event cultivation.

### **Fundraising Events**

- Lead the strategic use of events as cultivation and stewardship tools for major donors.
- Identify and maximise cultivation opportunities at organisational events.
- Attend key events to build relationships with donors and prospects.

## **Who we're looking for**

### **Essential Experience & Skills**

- Strong strategic judgement and the ability to contribute to organisational planning and decision-making.
- Experience operating at a senior level within a fundraising function.
- Confidence influencing and leading peers and senior stakeholders.
- Significant experience in major donor fundraising and relationship management.
- Some experience of oversight of junior staff
- Understanding of major donor pipeline process and Major Gift fundraising theory and practice.
- Significant experience with budgeting and working to targets
- Track record of securing major gifts.
- Strong interpersonal and communication skills with high-net-worth individuals.
- Experience attending donor meetings and making financial asks.
- Strong CRM and data management skills and proficient in the use of Microsoft Office including excel
- Ability to leverage events for donor cultivation.
- Commitment to, and understanding of, equality, diversity and inclusion in the workplace

### **Personal Qualities**

- Proactive, confident, and emotionally intelligent.
- Collaborative and adaptable.
- Professional discretion.

- Warm and values-driven.
- Calm under pressure and able to take responsibility.

## Our commitment to diversity

Grief Encounter is committed to maintaining a team that reflects the rich diversity of the children, young people and families we support. We know that bereavement affects people from every community, background and identity, and we believe our leadership should meaningfully reflect those varied experiences. We warmly welcome applications from individuals of all ages, ethnicities, faiths, genders, sexual orientations, and from people with disabilities or lived experience of grief.

Our recruitment approach is grounded in fairness, inclusion and the belief that great leadership comes from a broad range of perspectives. We will make any reasonable adjustments needed to ensure all candidates can participate fully in the process.



## Ready to apply?

[Eastside People](#) is supporting Grief Encounter in the recruitment of these roles. Please [click here](#) to apply by submitting your CV and a cover letter **both in Word doc format**.

Please use the cover letter (max 2 pages) as an opportunity to add to the information you have shared in your CV and ensure that you cover the following:

- Why are you interested in the Assistant Director of Income Generation (Major Donors) role at Grief Encounter?
- How would you contribute to oversight and management of the Income Generation team?
- How would you contribute to major donor fundraising?

You are welcome to send your cover letter in writing, or as a video or audio clip, alongside your CV. Any video or audio submissions should be emailed to [johns@eastsidepeople.org](mailto:johns@eastsidepeople.org).

If you would like a call to discuss the role in more detail, please email John Sanger to arrange a convenient time at [johns@eastsidepeople.org](mailto:johns@eastsidepeople.org). Having a call of this kind will not influence the success or otherwise of your application.

We want you to have every opportunity to demonstrate your skills, ability and potential. If you have a disability or require reasonable adjustments during the application or interview process, please contact us so we can support you appropriately.

**The closing date for applications is 9am on Monday 6<sup>th</sup> July.** Eastside People will conduct a short skills-based assessment interview as part of your application. If you are shortlisted, there will be a two-stage interview process:

- 1<sup>st</sup> stage interviews with Grief Encounter are scheduled for w/c 13<sup>th</sup> July.
- 2<sup>nd</sup> stage interviews are scheduled for w/c 20<sup>th</sup> July.

## Finally

We recognise that AI can be a helpful tool, but please use it with care and ensure your application is accurate, personal, and genuinely reflects you. We do not use AI in our sifting or selection process - a human reviews every application!

**If you know anyone else who might be interested, please do share this information pack with them.**



# Eastside People

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