

Senior Coordinator - Fundraising Communications and Membership Engagement

Reporting to: Head of Development

Liaison with: All members of staff, Development Board, Members, Supporters and wider community

Contract Period: Full-time, permanent

Salary Range: c.£29,000-£32,000 depending on experience

Usual working hours: 9.30am – 5.30pm

Location: The normal place of work is South Kensington, London. The post-holder will need to attend the office in person for at least 2 days a week including our all-staff day, which is currently Tuesday each week.

Start Date: Immediate

We will be assessing applications on a rolling basis. The closing date and time for applications is 9am, Friday 27th February 2026. We reserve the right to close applications prior to the closing date if we receive elevated levels of interest and/or secure a successful applicant for the role.

Full details on how to apply can be found on page 6 of this document.

Overview

Our Senior Coordinator is primarily responsible for all Member¹ and supporter engagement and stewardship across the year. They build and develop relationships with individuals, support event delivery and manage all communications from content creation to delivery. This includes e-newsletters, fundraising appeals and ad hoc communications that increase engagement, retain loyalty and raise funds.

We are looking for someone who is creative, has strong communication skills, the ability to work independently, and take ownership of projects - ensuring they run smoothly and effectively. You'll have a sound understanding of thoughtful stakeholder engagement, marketing communications and tools, and enjoy sharing with people the impact of their support.

We welcome applications from Individuals returning to work, looking to change sectors or to apply their skills in a new context. British Exploring Society is committed to equal opportunity and to building a team that represents a diverse variety of backgrounds, skills and perspectives. The more inclusive we are, the better we think we'll be at delivering our charitable aims. We are an equal opportunities employer and do not discriminate on the grounds of gender identity, sexual orientation, marital or civil partnership status, race, colour, nationality, ethnic or national origin, religion or belief, disability, or age.

¹ Lifetime Membership is awarded to young people once they complete a British Exploring Society expedition in a remote wilderness.

About Us

British Exploring Society is a world class youth development charity with a unique heritage, founded on the belief that challenging experiences can define lives, empowering and equipping young people with the courage, integrity, skills, resilience, and motivation to make the most of their future. We prepare young people for adventures and expeditions virtually, and to remote locations in the UK and overseas where they face challenges, gain skills, and learn about themselves - as well as acquiring knowledge relevant to their lives and to the environments that they explore.

The Role - main responsibilities & accountabilities

Communications – Engagement and Stewardship

- Manage and deliver an annual programme of communications and activity that encourages engagement and loyalty from Members and supporters.
- Curate and create compelling content for all e-communications including:
 - The Ration Pack (bi-monthly e-newsletter)
 - Extra Rations (bi-monthly fundraising e-communications such as Appeals, Gifts in Wills, Challenge events etc)
 - Ad hoc Insight-gathering e-communications (surveys/questionnaires)
 - The Campfire (annual digital magazine for Members)
 - Thank you letters
- Monitor, evaluate and report on the performance of each e-communication to generate insights that help inform future communications and support internal learning and planning.

Income Generation

- Drive acquisition activity to increase the number of Members making a financial gift.
- Manage and grow our one-off donations and Regular Giving portfolio, creating inspiring appeals to increase financial support.
- Support in the development and delivery of Legacy Giving and annual Chair's Challenge.

Fundraising and Membership Systems & Reporting

- Be the Development Team's 'CRM champion', working closely with the team and internal stakeholders to improve systems and process to ensure efficient management of the Membership and Development workspaces.
- Maintain excellent record keeping, updating our CRM system (Podio) with Member, donation and supporter information.
- Manage third-party platforms, such as Enthuse, Just Giving and produce insight reports.
- Work with Accounts team to implement and maintain processes for Direct Debit and Gift Aid claims.
- Oversee the dedicated Development and Members inboxes and promptly respond to ad hoc queries.

Prospecting

- Identify Members/supporters who have the potential to make gifts of up to £1000 and work with the Development team to increase their giving levels.
- Prepare and deliver quality, tailored prospect research profiles.

Other Duties

- Support and manage the design and production of materials, reports, case studies and internal communications to engage and enrich our relationship with Members/supporters.
- Provide planning and delivery support for virtual/in-person events – including pre/post event briefings.
- Represent the charity at external events in a professional manner.
- Adhere to the charity's policies, procedures and working practices.
- Undertake other tasks as delegated by the Head of Development as necessary for the post.
- Following full induction, the post holder will participate in the team rota as a Duty Officer during periods when the charity is running a 24-hour support service.

The responsibilities listed are not exhaustive and this job description may be subject to change as the role evolves over time.

This role is dependent on satisfactory receipt of references and an enhanced DBS check. British Exploring Society is unable to sponsor work visas.

Person Specification

| Skills, Knowledge, Competencies and Understanding | Why we need these |
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| Proven ability in marketing and fundraising communications | As a content creator your creativity, excellent written and verbal marketing communications skills will ensure consistency in tone and strategic messaging. You'll have experience of creating communications that move people into action – i.e. an understanding of action-led design, not just aesthetic. |
| Competent in managing fundraising/marketing campaigns from start to finish | You will take responsibility for specific tasks and projects across our portfolio of engagement and stewardship communications. These communications will help raise funds to support our Wild Pathways, as well as encourage Member/supporter loyalty. You will be responsible for the management, planning, creation, delivery and evaluation of such activities. |
| Extensive experience using Mailchimp (or similar) as a primary communications platform | You'll have a strong track record of managing campaigns end-to-end and will be confident in building and optimising audience segments, automating journeys, and analysing performance to drive continuous improvement. A deep understanding of Mailchimp's tools and capabilities is essential to ensure communications are targeted, effective, and aligned with organisational goals. |

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| Experience in setting and achieving financial goals and meeting deadlines | Fundraising, Member engagement and activation targets will be attached to the role, and you'll be responsible for generating income from Members and supporters. You'll need to understand audience motivations and use these insights to help inform future fundraising targets. |
| Involvement in co-ordinating and managing virtual and in-person events | Events are key to our supporter journey strategy and give members of our community the opportunity to hear directly from us, and us from them. You'll be involved, to varying degrees, in the design, planning and delivery of these events. |
| Analytical approach, working with CRM databases and fundraising platforms, and the confidence to streamline work processes where necessary | As our database champion you will support the Development team in maintaining accurate Member/supporter records, designing database processes and creating reports that support our work. You'll be managing our fundraising platforms, such as Enthuse, Just Giving, and will be responsible for ensuring there are robust processes in place to support the smooth transition of data between the platforms and our database. |
| Excellent interpersonal and communication skills; written and verbal | The role involves communication with a wide and varied audience through different mediums, from taking calls from Members, factual reporting, writing informative and engaging copy, presenting, making the 'ask' and securing additional funds from supporters. |
| Ability to identify/profile/analyse the interests and motivations of stakeholder groups and tailor activity with them accordingly | Developing our relationship with our diverse Member and wider stakeholder community to engage them more actively and support more donations will require insight and segmented communications with them. They range in age from 16 – 90. |
| Skilled in building positive relationships across a diverse group of people | You will manage relationships with a varied community, often acting as first point of contact and responding to any questions or queries. A significant part of the role is communicating and building relationships with staff, our Development Board, our Trustees, and our Members. Being able to communicate effectively is pivotal to the role to ensure positive outcomes to what we do. |
| Ability to work well and with good humour under pressure | As a team we work to several, sometimes tight, deadlines and with conflicting priorities. You'll be agile enough to adapt quickly and positively to changes. |
| Ability to adapt and effectively manage a challenging and varied workload | Working on Membership and on every part of our fundraising programme, you will focus on a broad and fluctuating range of different tasks throughout the year with ever changing priorities. |

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| Accuracy and attention to detail | This is critical for tasks such as managing Member/supporter records, writing communications, briefs & prospect profiles, proof-reading material etc. |
| Strong administration and organisational skills | A significant part of the role is administrative and working across databases and platforms on multiple tasks requires solid organisational skills, and much of the tasks will be administrative in nature. |
| IT proficiency including office suites | Much of the planning and information sharing methods we utilise consist of a combination of MS Office and Google programs, so a proficiency of these programs or a quick ability to learn them is essential. |
| English and Maths to at least GCSE or equivalent level | You'll be numerate and able to interpret data and trends that will then inform future appeals. You'll also use this knowledge to write effective communications. |
| Knowledge of the Code of Fundraising Practise and the General Data Protection Regulation (GDPR) | You'll be managing data, appeals and events; it is imperative that all our activity is compliant with current legislation. |
| Understanding of youth development and a belief in the opportunities for positive change that expeditions & outdoor education provide for all young people | We are a youth development charity whose objective is to enable young people to move beyond the limits of what they – and society – thought possible. You will be working with people who have experienced our Wild Pathways and must be able to empathise with their journeys with us. |

| Core Values | How Core Values are demonstrated in this role |
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| Courage | <ul style="list-style-type: none"> • High levels of integrity and sound judgement. • Creative - able to propose campaigns and tactics to support your work without fear of rejection. • Fundraising and cultivation are tough. You deal with setbacks well and are buoyant in the face of ongoing difficulties. • Your job will require you to instigate engagement to many people. You can do this with pleasure and can cope when your invitation to engage isn't received as you wish. |
| Self-belief | <ul style="list-style-type: none"> • To achieve your goals, you will need the help of others, so you will be good at asking for assistance, continuing to press for it, and at acknowledging potentially competing priorities. • Working with stakeholders at every level – you will be confident to communicate with them all. • You will be good at staying focused on work which delivers the goals you have agreed, and at politely deflecting tasks - however enjoyable - which could distract you. |

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| Challenge | <ul style="list-style-type: none"> • Open, honest & hard working. Flexible & adaptable and able to respond to a dynamically changing situation. • You will have a focus on confidentiality and accuracy – on high quality data management. • You'll work effectively and with good humour under pressure and be motivated by your targets. • You will be comfortable and confident enough to cope with very varied responses from Member and supporters, and able to cope well with knock-backs. • You will be happy to adapt your working practices – including working outside normal office hours and in other locations – to meet your goals. |
| Community | <ul style="list-style-type: none"> • Approachable and supportive. • You will be confident communicating with a wide range of stakeholders in person, in writing, and via phone and on-screen. • You will enjoy cultivating and caring for relationships with a wide range of supporters, often as their main point of contact. • You will be adept at enlisting the support of others, with sensitivity, in order to engage potential new supporters. • You will act as a champion for Members within the charity. |

Working Practices

- Normal working hours are Monday to Friday 09.30 – 17.30. Additional, occasional evening and weekend working is expected as part of this role, including 'on call' duties.
- Full-time staff are entitled to 23 days' paid holiday per holiday year in addition to normal English Bank and Public holidays.
- Birthdays are given as leave days following completion of probation. Additional leave days are awarded for long service.
- Staff have access to Royal Geographical Society events as corporate members.
- Staff and their families are offered a range of confidential pastoral support services.
- We run a cycle-to-work scheme. There are showers on-site at our offices.

How to Apply

We will be assessing applications on a rolling basis.

The closing date and time for applications is 9am, Friday 27th February 2026.

We reserve the right to close applications prior to the closing date if we receive elevated levels of interest and/or secure a successful applicant for the role.

- Please send an up-to-date CV including your contact details to rebeccam@britishexploring.org. In addition to your CV, please select two of our Values (see below) and write how you have demonstrated those Values in your professional life in no more than 300 words in total. We request that you do not use AI tools – we are most interested in hearing from you in your own voice.

| Core Values | How Core Values appear as characteristic, behaviour or competency |
|-------------|---|
| Courage | Tackles new tasks, can embrace difficult decision-making and conversations, and supports others to do the same. |
| Self-belief | Is resilient, responds well to knock-backs, likes opportunities to learn from mistakes. |
| Challenge | Has a can-do attitude, gets hands-on as needed, thrives in an entrepreneurial small team. |
| Community | Is an authentic, mature communicator who values a wide range of stakeholders equally |

- We will contact suitable candidates to arrange a 10min call with our Head of Development.
- Some candidates will then be invited for interview in person at our offices in South Kensington on **Thursday 12th March**.

If you are interested in applying and require any accessibility adjustments to the application process, please do let us know when you apply. Thank you.

If you are not invited for an interview, we will contact you by email to let you know. Unfortunately, we will not be able to offer feedback to candidates not invited to in-person interview.

Thank you for your interest in this role and in British Exploring Society