



Senior Marketing and Communications Executive

(Fundraising and Donor Engagement)

November 2025

Note from our CEO

Thank you for expressing an interest in this important and exciting role.

It has never been a harder time to be a young person growing up in the UK. One in four children live in poverty. Recorded knife crime has more than doubled in the past five years. 80% of young people note their mental health has worsened in recent months and youth unemployment is at an all-time high. Equally, grassroots sport remains underfunded and undervalued – and local clubs and communities lack the resources and expertise they need to make the difference.

These organisations operate, not to create the next sporting superstar but to remove barriers from young people's lives to allow them to thrive against the odds. Sported sits at the heart of the UK's largest network of community sports groups and we exist to provide our groups with the resources and funding needed to ensure that everyone, and every community, has equal access to the life-changing benefits of sport.

If successful, you'll join a remarkable Sported team of around 50 people with backgrounds and specialisms ranging from social/youth work and business development to sport development and econometrics. The delivery team are local to those we support and reside across the UK, with a central office in London.

Even more capacity is provided by our skilled, knowledgeable and passionate volunteers, who now number more than 200, and who work with the leaders of our member groups. Our purpose, in supporting them, is to create sustainable grassroots sports clubs, deliver high impact programmes, distribute funding and be a trusted source of Research and Advocacy.

For more information about Sported, our services, and our impact, please visit www.sported.org.uk

Whether or not you apply for this role, and whether you are successful or not, I'm grateful to you for considering bringing your skills and energy to Sported and the amazing organisations we help.

Yours faithfully,

Sarah Kaye
Sported CEO



Strategic Framework

**We unleash the power of grassroots sport
to transform lives and strengthen communities**

Our mission

To ensure every community has access to the life-changing benefits of sport, we deliver vital support to the local heroes who make it all possible.

Our goals

- To ensure **opportunities for everyone**
- To improve **health & wellbeing**
- To empower **communities**



Sported staff benefits

Up to five days
paid study leave
for
self-funded
education/training

At Sported, the wellbeing of our staff is paramount. We are proud to offer benefits to promote a happy and healthy team

Flexible working arrangements, including working from home and flexibility around caring responsibilities

A confidential counselling service is available to all employees free of charge

Annual leave entitlement of 25 days, in addition to public holidays (pro-rata for part-time colleagues)

Access to a **Pension Scheme** to give you peace of mind

Virtual **Diversity & Inclusion 'Open Spaces'** where the team supports each other and educates on issues such as racism

A Sported **'Culture Club'** made up of six members of staff, who come together to discuss Sported staff culture, issues and promote innovation

Cycle to Work Scheme available to support our commitment to promoting healthy living

Volunteer Days – two additional days of paid leave each year to volunteer for another charity or indeed our Sported members

Study Leave – Up to five days paid study leave (for any self-funded education/training)

Personal growth is a key component to the success of our organisation. At Sported we invest in learning and development opportunities.

'Learning Lunch', a timetable of **in-house virtual training sessions** where staff learn from each other on a variety of subjects related to our work



Our Values

Act with
integrity

We **lead** by example
We are honest, open and
trustworthy
We are **diligent** and
committed
We are **accountable** and
learn from our mistakes

Champion
inclusion

We are positive, **supportive**,
and approachable
We **actively** work to create
an inclusive culture
We demonstrate respect
and **equality** for all
We seek and value **lived**
experience

Transform
together

We are **strongest** when
we unite as a team
We are led by the **needs**
of our young people and
our network
We connect and
collaborate across
communities

Drive
change

We act **creatively** to enable
solutions
We challenge ourselves and
others to **improve** and
innovate
We deliver significant
impact through **actions**
large and small

Role Overview and Responsibilities

Role Overview

We are looking to recruit...

- **Job title:** Senior Marketing and Communications Executive (Fundraising and Donor Engagement)
- **Reporting into:** Senior Trusts and Philanthropy Manager
- **Hours:** 37.5 hour per week, Mon–Fri
- **Contract:** Permanent
- **Salary:** £35,000 per annum
- **Location:** Working from Home with 1 day in the London office
- **Annual Leave:** 25 days in addition to statutory bank holidays

Key objectives and priorities:

- Support the renewal and expansion of current programmes and partnerships.
- Drive engagement with and acquisition of new partners and funders (demonstrating the relevance and role of Sported).
- Drive reach and engagement with Sported network.

Key priorities	Outputs
Media and comms plan to encourage and help prospect new partnerships and supporting existing partners with a focus on extending and expanding relationships.	Demonstrating investment and Trust in Sported from big brands.
Asset creation and comms/media plan to promote Sported’s impact and case for support.	Demonstrating Sported impact on a larger scale.
Build awareness of programme and partnerships including setting clear guidance and parameters on grant applications with target groups.	X applications from eligible groups.
Generate beneficiary stories and case studies to promote programmes and partnerships and demonstrate impact on funded groups.	e.g. 2 x per quarter per programme
Focused and relevant content to drive reach, awareness and engagement with Sported network (groups) and potential donors.	Increase social media followers and support network growth

Role and Responsibilities

- Develop and implement marketing campaigns to boost fundraising performance across digital and traditional channels.
- Strengthen donor engagement, retention and expansion through targeted personalised communications (e.g. Newsletters), storytelling, and personalised supporter journeys.
- Work on mass mailings to donors via Sported's CRM Beacon.
- Manage and optimise digital platforms, including social media, email marketing, and the charity's website, with a focus on new diverse audiences and maximising the charity's reach.
- Work closely with Senior Philanthropy Manager and Head of Development as well as delivery teams to ensure cohesive messaging and donor experiences across the charity.
- Analyse campaign performance and donor data to refine strategies and report on outcomes.
- Oversee the creation of compelling content, stories and materials that highlight impact and encourage donor loyalty.
- Update templates and assets for delivery, fundraising and partnership teams.
- Manage Sported Awards (end to end process).



Person Specification

Skills and Experience Required

Essential Experience

- Proven experience in marketing, with demonstrable results of growth in engagement metrics.
- Strong understanding of donor engagement and retention strategies.
- Excellent communication, project management, and analytical skills.
- Skills in design tools including Canva and graphic creation
- Proficiency with digital marketing tools and CRM systems.
- Collaborative member of a team with a willingness to adapt to different situations.
- A self-starter – able to work flexibly and under your own initiative, managing varying competing priorities.
- Comfortable under pressure – happy to work at high speed and manage numerous tasks (alongside a very supportive team).
- Passionate about making a difference to marginalised communities and individuals; and putting equity and fairness at the heart of decision making.

- Excited to learn from previous/current grant programmes, and eager to turn that knowledge into plans that improve our grant giving in the future.

Desirable experience

- Experience of working within the non-profit or fundraising sector.
- Video creation (not essential).
- Experience of working on fundraising (or equivalent) campaigns.
- Management of expenditure and budgets.
- Knowledge of direct marketing and fundraising law.

We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.

Recruitment timeline:

Closing date for applications: 5 December 2025 at 9am

Notify successful applicants by: 8 December 2025

Interviews: W/C 8 December

Role commences: **ASAP**

To apply for this role please head to the [career page](#) on our website, where you will find a link to apply. You are required to upload your CV and supporting statement providing clear examples of how you meet the person specification, ideally including a work portfolio. You **must** also complete our [Equality and Diversity Monitoring form](#) – Link here: [Equality, Diversity & Monitoring Data Form Survey](#)

If you have any questions
about the role, please
contact:
recruitment@sported.org.uk