

Schoolreaders

improving literacy • increasing life chances

Senior Relationship Manager

Candidate Information Pack



Polly Symondson *Recruitment*

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Introduction

Dear Applicant,

Thank you for your interest in joining Schoolreaders as our Senior Relationship Manager.

This is a pivotal time for Schoolreaders. We are developing ambitious plans to grow our impact exponentially, reaching more children, supporting more schools and moving closer to our vision of a world where every child can read well and achieve their full potential.

The need for our work has never been greater. Too many children, particularly those from disadvantaged backgrounds, struggle with reading and literacy, limiting their confidence, educational outcomes and future opportunities. Schoolreaders is already supporting more than 42,000 children each week in over 2,000 schools across England, but demand for our service continues to grow. Our long-term ambition is to reach more than twice this number of children, focussing on the most disadvantaged.

As a key partner in the 2026 National Year of Reading, we have a unique opportunity to raise awareness of children's literacy, engage new supporters and accelerate our growth. To seize this moment, we need to strengthen and expand our



fundraising programmes and deepen relationships with the people who share our belief that every child deserves the chance to succeed.

As our new Senior Relationship Manager, you will play a critical role in shaping and growing our Individual Giving, Legacy and Events programmes. This is an opportunity to combine strategic thinking with hands-on delivery, growing established campaigns as well as developing new opportunities for engagement and income while building meaningful and lasting relationships with supporters.

You'll join a successful fundraising team of six within a passionate, collaborative organisation of c30 colleagues. We are ambitious, supportive and focused on achieving real impact. Your ideas, expertise and energy will help drive the next phase of our fundraising journey and directly contribute to changing children's lives through improved literacy.

If you are looking for a role where you can make a tangible difference, help shape future growth and be part of a team that genuinely believes in the power of reading to transform lives, then I would be delighted to hear from you.

Jane Foy, Head of Fundraising and Communications



We could support many more children; more than a quarter of primary schools are requesting our volunteers."

About us

Schoolreaders is the largest in-school reading support charity in the country, supporting children in every county in England.

Our vision is that every child should learn to read well.

One in four primary school children in England fail to reach the expected standard of reading by the age of 11. This leaves them unable to access their secondary education fully, which will have life-long consequences.

Schoolreaders exists to change this. Schoolreaders recruits, trains, places and supports volunteers to go into local primary schools and provide free, weekly, one-to-one reading support for children, prioritising those who need this extra support the most.

One quarter of all primary schools are registered with us requesting volunteers, and our trained volunteers currently support more than 42,000 children one-to-one every single week. With demand for our support continuing to grow there is much more to do.

"I love reading with Mrs H because she always listens really carefully and makes me feel proud of my reading."
Schoolreaders Partner School Pupil



Job purpose

This is an exciting new role, critical to our charity's plans for growth. As Senior Relationship Manager you will develop and deliver engagement strategies that strengthen relationships, enhance supporter journeys and grow sustainable income in support of the charity's mission to ensure all children, regardless of background, leave primary school being able to read well.

Combining strategic planning with hands-on delivery, you will lead our Individual Giving and emerging Legacy programmes, developing campaigns and stewardship activities that generate sustainable income. You will oversee a programme of fundraising and supporter engagement events ensuring they strengthen relationships, enhance the supporter experience and contribute to income growth.

“99.2% of our volunteers would recommend volunteering with Schoolreaders.”



Person profile

For our charity, the ideal candidate will be:

- A natural relationship-builder.
- A practical fundraiser with proven delivery experience.
- A confident and tenacious communicator, able to engage and inspire supporters through conversations, written communication and you'll not be afraid to pick up the phone!
- Comfortable working independently without large teams.
- Confident writing engaging supporter-focused copy tailored to different audiences.
- Digitally aware (email marketing, CRM, social media).
- Organised and self-motivated.
- Genuinely motivated by improving young people's future opportunities.
- Experience in a small or medium-sized charity is an advantage.
- Experience of Legacy marketing.
- Experience of community/events fundraising including supporter-led and stewardship activities.
- Ability to balance strategic oversight with operational support.

Role responsibilities

- Support the Head of Fundraising in developing and delivering short, medium and long-term fundraising plans and budgets, monitoring income and expenditure.
- Champion the growth of long-term sustainable income.
- Analyse donor data to identify trends, opportunities, and areas for growth.
- Produce financial updates and information for the Head of Fundraising as required.
- Lead individual giving activity, including online appeals, with a strong focus on stewardship, embedding a clear strategy for acquisition, retention and lifetime value growth.
- Develop fundraising/stewardship opportunities with our 4,000 volunteer readers.
- Develop and deliver high-quality, creative and effective new fundraising products and initiatives, and drive forward innovation in fundraising.
- Optimise third party and online fundraising channels including annual Big Give campaigns.
- Create, develop and lead the emerging Legacy Giving programme.
- Oversee the effective use of the fundraising CRM (Salesforce), ensuring data integrity, reporting accuracy and GDPR compliance.



- Oversee the planning and delivery of community and challenge events, ensuring excellent supporter stewardship whilst delegating day-to-day operational delivery to the Community and Events Officer.
- Monitor the performance of community and events fundraising activity against agreed income and participation targets, taking action to maximise results and ROI.
- Line manage and support the Community and Events Officer, providing regular supervision and objective setting.
- Ensure all supporter records are kept up-to-date on the database and adhere to all relevant legislative and regulatory obligations relating to fundraising.
- Grow year on year supporter income, in line with agreed budgets.

Person specification

- A practical fundraiser with proven experience in raising income from individual giving.
- Experience in delivering fundraising campaigns that recruit, engage, inspire and retain donors.
- Strong relationship building skills with high emotional intelligence.
- A creative, growth oriented and commercially minded approach.
- Excellent written and verbal communication skills, including crafting compelling impact stories.
- Proficient in using CRM (ideally Salesforce) to input, segment and analyse donor data.
- Line management experience (formal or informal).
- Strong analytical skills and attention to detail.
- Exceptional time management within a dynamic environment.
- Organised and self-motivated.
- Comfortable working independently without large teams.

Schools reporting on progress over 3 terms confirmed that 100% of children showed reading age increases above the expected level of progress."



Terms of employment

Position:	Relationship Fundraising Manger
Reporting to:	Head of Fundraising
Direct reports:	Community and Events Officer
Salary:	£43,000 - £45,000 (depending on experience)
Location:	Hybrid/Bedford HO once a week
Hours:	37.5 hours (P/T of 30 hours to be taken across the week considered)
Annual leave:	25 days + /bank holidays + paid day off for your birthday.
Pension:	8% total contributions (5% employee and 3% employer)
Any other benefits:	Access to a free 24/7 support service providing legal, financial, emotional, and medical advice A positive, supportive working environment which actively supports a healthy work-life balance Charity away days and social events Free parking and on-site facilities such as a canteen.

How to apply

Please provide a CV detailing your skills and experience and a supporting statement outlining how your experience matches the person specification and why you are the right person for the job. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

At PSR we do understand that Artificial Intelligence platforms can be a useful tool in assisting with research for an application, however we request that your supporting statement is not written using AI to ensure that your authentic voice and communication style is present. Any personal statements found to be AI generated will be discounted and a new version requested in order to progress an application.

Please email your supporting statement and CV to info@pollysymondsonrecruitment.co.uk quoting ref: **2667**

Application deadline: **4th August**

Please note that we encourage swift applications as this role may close early if we find a wonderful fundraiser!

Initial interviews with Polly Symondson Recruitment will take place online on **5th/6th August**

Shortlisted candidates will be invited to an interview on **14th August (an earlier date may be selected)**

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.

Schoolreaders, in compliance with the Equality Act 2010, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact Polly Symondson Recruitment on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

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