



**Sensory  
Matters**  
Worcestershire

## **Sensory Matters Worcestershire**

- Job Title:** Income and Impact Lead
- Hours:** 20-30 hours, Monday – Thursday with flexibility to work some evenings and weekends as required.
- Salary:** £15.40 - £17.40 per hour (£30030 - £33930 per annum FTE) dependant on experience
- Responsible to:** Head of Operations
- Location:** This role is based at the administrative quarters for Sensory Matters Worcestershire at 2 Sansome Walk, Worcester, WR1 1LH. The role is likely to involve regular travel across the county. Travel expenses will be reimbursed in line with the organisation's expenses policy.
- Contract:** 12 months initial contract (6 months probationary period). Renewal subject to funding and performance.

**Lived experience statement:** Sensory Matters Worcestershire recognises the particular and special value of lived experience of sensory loss/impairment within our team. We remain committed to improving wider diversity amongst our staff team and across our client base.

### **Overall Objectives:**

The Income and Impact Lead is responsible for developing sustainable income streams while demonstrating and communicating the organisation's impact. This role combines strategic fundraising, partnership development, marketing and performance reporting to support the growth and effectiveness of our services. Given the breadth

of this role, the successful candidate will be supported to agree priorities and to develop an operational plan.

To develop and deliver a blend of engaging communications which demonstrate, share and celebrate the services offered by Sensory Matters Worcestershire.

To develop internal and external communications.

To plan and deliver a range of information and fundraising events.

**Impact:** More people with sensory loss/impairment will realise the benefits of our support and engage with our services.

Friends, family and professionals will feel more confident to refer people to us for support.

We will increase the number of volunteers and they will feel confident to ask for support when required and to promote the charity.

We will increase the number of supporters and income streams.

## **Main Accountabilities:**

### **1. Fundraising Strategy & Delivery**

- Develop and implement a comprehensive fundraising strategy aligned with organisational goals
- Identify and pursue diverse income streams, including grants, trusts, foundations, corporate partnerships, and individual giving
- Monitor income performance and adjust strategy to maximise opportunities

### **2. Funding Bids & Grants**

- Research and identify suitable funding opportunities
- Write, coordinate, and submit high-quality funding applications and bids

- Manage funder relationships, ensuring compliance with reporting requirements
- Maintain a pipeline of prospective funding opportunities

### **3. Corporate Partnerships**

- Develop and manage relationships with corporate partners
- Identify opportunities for sponsorships, partnerships, and CSR collaborations
- Create tailored proposals and partnership packages
- Steward partners to ensure long-term engagement and income growth

### **4. Individual Giving & Legacy Development**

- Develop and deliver individual giving programmes, including regular giving campaigns
- Design and promote legacy (gifts in wills) programmes
- Build supporter journeys to increase engagement and retention
- Explore new digital and community-based fundraising opportunities

### **5. Marketing & Social Media**

- Lead the development of marketing strategies to support income generation and awareness
- Oversee social media and digital campaigns to engage supporters and promote services
- Ensure consistent branding and messaging across all communications
- Work collaboratively with service teams to highlight stories and impact

## **6. Impact Measurement & Reporting**

- Develop systems to monitor, evaluate, and report on organisational impact
- Collect and analyse data to demonstrate outcomes and effectiveness
- Produce clear and compelling reports for funders, stakeholders, and trustees
- Use insights to inform service development and funding applications

## **7. Line Management**

- Line manage an assistant/apprentice offering them full support and taking responsibility for their day-to-day performance
- Overseeing volunteers ensuring they have the necessary support, guidance and tools

## **8. General**

The following points are common to all job descriptions:

- Attend training, supervision and appraisals as and when required
- Adhere to legislative and organisational policy and procedure
- Assist in the planning and improving of the delivery of service improvement and participate positively in the implementation of new working methods and practices as required
- Carry out any additional duties, commensurate with this post, that the charity may reasonably require

## **Person Specification**

### **Essential Skills & Experience**

- Proven experience in fundraising, income generation, or business development
- Experience writing successful funding bids and managing grants
- Strong relationship-building skills, particularly with external partners

- Experience developing marketing or social media campaigns
- Ability to analyse data and present impact clearly
- Excellent written and verbal communication skills
- Experience of using graphic design packages such as Canva

## **Desirable**

- Experience in the charity, health, or social care sector
- Knowledge of impact measurement frameworks (e.g. outcomes, theory of change)
- Experience of developing legacy or individual giving programmes
- Understanding of accessible communication practices
- Experience using a CRM or fundraising database (e.g. Charity Log, to manage supporter and funder relationships)

## **Key Attributes**

- Proactive and self-motivated
- Strategic thinker with a hands-on approach
- Strong organisational and project management skills
- Passionate about delivering impact and improving lives

## **Success Measures**

- Growth in income across multiple streams
- Number and success rate of funding applications
- Development of sustainable partnerships
- Increased engagement through marketing and digital channels
- High-quality impact reporting demonstrating outcomes

## **Equal Opportunities**

Ability to understand and demonstrate commitment to Sensory Matters' Equal Opportunities Policy and to ensure all activities are consistent with the Equal Opportunities Policy.

## **Special Conditions**

- 1.1 Lived experience of sensory loss is desirable
- 1.2 Must be prepared to travel across Worcestershire
- 1.3 Flexibility to work occasional weekends and evenings.
- 1.4 This role is subject to a DBS check.