

Fundraising Operations and Data Manager

Recruitment Pack

October 2025

About Villiers Park

What we do

- We are experts in working with young people aged 11-19 from under-represented backgrounds. We believe that every young person should have an equal opportunity to excel at school, at university and into their careers.
- Our unique and highly-tailored programmes increase aspirations for learning and motivation, develop academic, employability and personal skills and raise attainment.

Who we are

- Founded over 100 years ago, Villiers Park is committed to advancing and promoting education.
- Our vision is a future where every young person has the opportunity to realise their full potential. Yet for too many, this is limited by economic, social and personal barriers not of their making. As a national social mobility charity, we exist to change that.

Our Hub Locations



Our Values



We are ambitious

We are strategic in our ambition, and ambitious in our strategy. We are bold in our vision for long-term change, while remaining focused and driven in our day-to-day delivery. We support young people to be ambitious for themselves. And we are ambitious for the communities we work in, striving for meaningful, lasting change.



We are curious

We are driven by curiosity — asking questions, challenging assumptions, and exploring new possibilities for change. Our programmes are informed by data and evidence, and we continuously seek to learn and improve. We nurture curiosity in our staff and volunteers through learning and development, and we inspire young people to explore their futures with confidence and an open mind.



We are considerate

We approach our relationships with beneficiaries, partners, colleagues, and donors with empathy, respect and care. We are active listeners and intentional in our communications, fostering trust and collaboration. We use resources thoughtfully, make sustainable choices, prioritise wellbeing, and make decisions with a clear view of their long-term impact.



We are committed to equity

We are committed to ensuring fair access to resources and opportunities for every young person, regardless of their background or circumstances. We champion inclusion, collaborate across communities and make space for every voice to be heard. We will actively promote equity and inclusivity in all that we do, working towards a more just and balanced society.



About the role

Overview

Salary	£33,000 - 35,000 FTE (£19,800 - £21,000 pro rata three days per week)
Contract	This role is offered at 0.6 FTE, which can be worked as three days a week or flexibly over a five-day period. Wednesday is a core working day for all staff.
Reports to	Head of Fundraising
Location	The postholder can work from home but we will make reasonable requests for you to work in the Cambridge office for at least 1-2 days a month and to attend termly staff development days which take place in London or one of our hub locations.
Closing Date	5 pm, Wednesday 19 November 2025

Job purpose

The Fundraising Operations and Data Manager is a newly created role in our Fundraising team. They will be responsible for managing the charity's CRM (Salesforce) and working with colleagues across the team, and wider organisation, to ensure the smooth operational delivery of fundraising processes and activities.

The Fundraising Operations and Data Manager will provide data and donor insights to help identify trends and opportunities that contribute to shaping fundraising campaigns and enhance our stewardship.





Duties and responsibilities

Data Management

- Be responsible for the overall management of the Salesforce CRM system, ensuring accurate and up-to-date data entry. This includes processing donations, pipeline updates and managing data imports, exports and migrations to support fundraising activities.
- Create reports and dashboards to enable accurate and timely reporting.
- Identify opportunities for improvement and automation, collaborating with colleagues across the organisation to ensure the smooth operation and optimal use of the CRM.
- Work closely with the Head of Fundraising and Finance Manager to ensure that all donations are thanked in a timely manner and recorded correctly. Manage pledge payment tracking and reminders and follow-up processes for multi-year donations.
- Ensure that data management is carried out in accordance with GDPR and PECR, Villiers Park's data protection and privacy notices, and the Fundraising Code of Practice.

Operations and stewardship

- Work cross-functionally with internal teams to align fundraising opportunities with programme delivery, organisational priorities and strategic goals. Provide operational support, as required, to teams outside of fundraising.
- Act as the point person for all prospect research activities, liaising with third party providers and ensuring adherence to data protection requirements and best practice at all times.
- Oversee the recognition framework and stewardship of current supporters, managing a sustainable and creative stewardship programme that engages supporters with our work.
- Create templates and systems that enhance cultivation and stewardship.
- Working with external researchers, manage data-informed prospect lists and profiles to develop donor engagement, cultivation and relationships.
- Generate mailing lists for fundraising and communications, which respond to a range of motivations to give and engagement with the charity.
- In co-ordination with the Head of Fundraising, manage the development of robust due diligence policies and procedures .
- Oversee and deliver operational efficiencies in our fundraising processes, for example, with payment providers and events.
- Any other duties as reasonably requested.

Essential skills and experience

- Experience of managing a CRM, either in fundraising or in a business using client and customer data.
- An appetite for problem-solving, with experience of identifying and delivering on improvements for operational systems and processes.
- Excellent communication and relationship management skills, with the ability to convey complex information to a range of stakeholders and influence at a senior level.
- Excellent IT skills, with experience of using data analytics tools within Microsoft and other software packages, to produce accurate data analysis.
- Experience of developing and successfully embedding efficient operational processes.
- A robust understanding of data compliance including GDPR, PECR and the Fundraising Code of Practice.
- A commitment to social mobility and to Villiers Park's vision and mission.

Desirable skills and experience

- Experience using Salesforce as a CRM database
- Experience of integrating Salesforce with other platforms (e.g., MailChimp, Microsoft, payment platforms such as CAFDonate or Just Giving)
- Experience of using Power BI for advanced analysis of data
- Experience of working in a fundraising department and/or on fundraising campaigns.

Employee Benefits

- 26 days annual leave plus bank holidays (pro rated) and additional leave over Christmas
 - A dedicated wellbeing day for you to take at any time and three days (pro-rated) paid leave for volunteering or study each year
 - Training and professional development, including termly staff development days
 - Support from our mental health champions and access to an employee assistance programme
 - Opportunity to join working groups with other colleagues from across the organisation as well as wider networks such as the Fair Education Alliance
 - Flexibility in working hours
 - Additional sick pay and compassionate leave policies.
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How to apply

If you would like to apply for one of our vacancies, please download and complete an [application form](#) and an [Equal Opportunities monitoring form](#), and email them with a short covering letter to hr@villierspark.org.uk.

How to apply



01223 872601



hr@villierspark.org.uk

villierspark.org.uk/jobs