



# Engagement Development Executive

## Candidate Pack



Keeping families close™

- Location:** Hybrid working, working two days a week from Ronald McDonald House or Office
- Salary:** £30,500 per annum
- Contract:** Permanent contract, full-time, 35 hours, 5 days a week - Flexible working patterns available
- Reports to:** Programmes Manager
- Closing date:** Sunday 12 April, midnight

### Job role:

The Engagement Development Executive plays a key operational support role in supporting the charity's engagement development activity. The role ensures that information, reporting, and resources are accurate, current, and accessible, enabling the organisation to respond effectively to funding opportunities, partnerships, and engagement needs while clearly demonstrating impact for the families we support.

Working closely with and in support of the Programmes Manager, the postholder underpins proposal development, reporting, and stewardship by coordinating high-quality engagement, project, and impact information across teams.

[Notes from our leadership](#)

[Why work for us?](#)

[About the role](#)

[Our employees](#)

[How to apply](#)

# Notes from our leadership



## Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House Charities UK.

'Keeping Families Close' is at the heart of everything we do at Ronald McDonald House Charities UK: we build and run Houses that provide a free 'home-away-from-home' for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



## Louise Firth, Director of Engagement

Our mission at Ronald McDonald House Charities UK is rooted in a deep, understanding of the emotional and practical challenges families face when their child is in hospital far from home. We are committed to helping families cope and providing the support they need throughout their child's medical journey. We are excited to welcome like-minded individuals who share our passion and values. We hope you'll consider joining our team to help us achieve our mission.

The recently formed Philanthropy team plays a key role in making this possible. The team comprises Trusts and Foundations, Individual Philanthropy, Special Events, as well as specialist support roles, who work to secure transformational funding, ensuring families can access the care and comfort they need during the toughest times. At Ronald McDonald House Charities UK, engagement means building

meaningful relationships with supporters, partners, and communities to inspire action, deepen loyalty, and advance our mission. This principle underpins our entire organisational impact strategy. We know we can't deliver our much-needed services alone. To expand our reach and deepen our impact, we must engage and collaborate with many more people. By doing so, we aim to inspire greater awareness, action, and support for our work.

We are recruiting at a critical time for maternity cover for our Trust Manager role. Our ambition over the next five years is to grow income significantly to support our new five-year Impact Strategy which sets out a bold vision: to serve more families and serve them better. Part of this strategy includes an exciting major capital appeal. As Trust Manager, you will play a key role in sharing and delivering this growth, working with funders and developing the team to ensure that we can make a tangible difference to families.

This is a pivotal moment for Ronald McDonald House Charities UK. We have launched a dynamic new Engagement Strategy to fuel our growth – and we need passionate, talented individuals to help us make it happen. By fostering a diverse and inclusive workplace, we believe we can unlock innovation, collaboration, and excellence in everything we do. If you share our commitment to supporting families with children in hospital and want to be part of an exciting new chapter in our journey, we would love to hear from you.

Thank you for considering this opportunity. We look forward to learning how your skills and experience align with our mission – and how, together, we can make a lasting impact.

# Why work for Ronald McDonald House Charities UK?

## ► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and serve them better](#).

## ► Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus on the critical needs of children and their families
- We operate with accountability and transparency

## ► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

## ► Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

## ► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.

 [Watch one of our family stories](#)

 [Read our family blogs](#)



## Our employee benefits

We are able to offer the successful applicant a highly competitive salary and benefits package.

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

# About the Engagement Development Executive role

## Key responsibilities:

### Reporting, Data & Insights

- Collate engagement, project, and impact reports, ensuring accuracy, consistency, and readiness for internal and external reporting.
- Maintain dashboards and trackers, ensuring data is current and supports effective decision-making and accountability.
- Develop and update impact report templates to ensure consistent reporting across partners and funders.

### Proposal & Pipeline Management

- Manage the proposal pipeline tracker, maintaining accurate records and reporting readiness.
- Collate and organise proposal information required for submissions, ensuring deadlines and funder requirements are met.
- Support proposal development by aligning appropriate family case studies, testimonials, and feedback with funding opportunities.



### Resource & Content Management

- Maintain the Engagement resource library, ensuring content remains relevant, up to date, and easily accessible.
- Create clear, fundable opportunity information documents to support fundraising and partnership activity.

### Stakeholder & Team Support

- Respond to requests from the Engagement team, providing timely support for proposal development and reporting needs.
- Provide coordination and administrative support to the Engagement Development Manager, including organising engagement, project, and impact information to support strategic planning, reporting, and oversight.

## Knowledge & Experience:

- Experience supporting engagement, fundraising, development, or programme activity within a charity or purpose-led organisation.
- Strong organisational skills, with the ability to manage multiple priorities and meet deadlines.
- Attention to detail, particularly when working with data, reports, and written content.
- Experience using trackers, dashboards, CRMs, or data management systems to maintain accurate records and reporting.
- Strong working knowledge of Microsoft Excel, with experience managing and presenting data; familiarity with Power BI or similar tools is desirable.
- Understanding of fundraising or proposal development processes, including the use of impact reporting and family case studies.
- Experience maintaining shared resources or knowledge libraries.
- Strong written communication skills, with the ability to write in line with organisational tone and values.
- A collaborative, proactive approach and the ability to handle sensitive information with care and discretion.
- A genuine commitment to RMHC's mission, values, and focus on supporting families and creating impact.



# Our employees



## Jasmine's journey

### House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



BB I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team – an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.



## Lily's journey

### Lead Challenge Events Officer to Senior Events Fundraiser

Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



BB Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.



# How to apply for the role

**Closing date: Sunday 12 April 2026**

All applications must be submitted before midnight on this date.



## Please enclose:

A full CV

A cover letter specific to this role

[A completed demographic form](#) (optional)

## To submit your application, please email:

[rmhc.recruitment@uk.mcd.com](mailto:rmhc.recruitment@uk.mcd.com)

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

To discuss the role before applying:

 0203 892 0774  [rmhc.recruitment@uk.mcd.com](mailto:rmhc.recruitment@uk.mcd.com)

### ► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

### ► Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

