

Recruitment pack for

Head of Fundraising and Events

September 2026

This is an exciting opportunity to manage and shape our fundraising capability and help make a positive difference to people's lives.

Join the passionate and highly experienced team at Campaign for Better Transport and help create real change.

A message from our Chief Executive, Ben Plowden

Thank you so much for your interest in applying to work for Campaign for Better Transport. Better transport—transport that is safe, accessible, affordable, reliable, integrated and green—is essential to improving people’s quality of life and meeting the key challenges we face, including tackling social exclusion, improving productivity and decarbonising the economy. Campaign for Better Transport plays a critical role in achieving this vision and improving transport for everyone.

I have worked in the transport sector for my whole career, so I have long been aware of the work of Campaign for Better Transport and the impact of this small charity. Now as CEO, I have the opportunity to ensure it continues to influence national transport policy and help change the lives of communities up and down the country.

This role presents an exciting opportunity to shape and grow fundraising at a highly respected national charity, generating the income needed to support our ambitious programme of work. Alongside raising all important funds, you will also oversee our events programme, ensuring they deliver impact, raise our profile and build lasting relationships with funders, partners and stakeholders.

At a time of significant change in the transport sector, with once-in-a-generation reforms to bus and rail services underway, continuing devolution, and technological innovations reshaping how we travel, this role offers a unique opportunity to help secure the future work of Campaign for Better Transport and our vision of better, greener, fairer transport for all. I am delighted that you are considering joining us at this exciting time and wish you every success with your application.

Good luck!



Ben Plowden
CEO

About Campaign for Better Transport

Campaign for Better Transport is the national organisation advocating for better, greener, fairer transport options for everyone. This includes access to walking, cycling, public transport and shared mobility. Sustainable transport provides access to jobs, education, vital public services, shops, leisure and friends and family, while limiting negative impacts on air quality and the environment.

We are an expert voice with a strong track record of influencing national and local transport policy and delivery. Our policy and research work is at the core of what we do, and is evidence based, pragmatic and solutions focused. We are collaborative and focused on building strong partnerships with like-minded organisations. We communicate in a way that wins hearts as well as minds.

Our vision is for all communities to have access to high-quality, sustainable transport that meets their needs, improves quality of life, reduces inequality, and supports a vibrant, productive and decarbonised economy. Our mission is to advocate for better, greener, fairer transport for all.

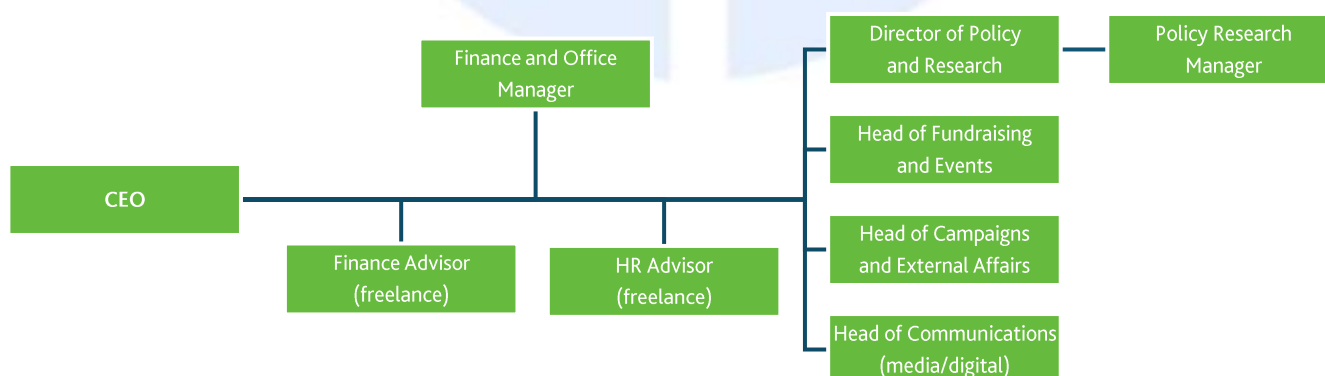
Our four strategic objectives are:

1. Sustainable transport is prioritised at the heart of government policy, funding, planning and practice
2. Government at all levels has the necessary capacity and capability to plan, fund, deliver and operate better transport
3. All communities have access to an improved transport system, with safe, accessible, affordable, reliable and integrated public transport at its heart
4. An increased proportion of journeys are made using sustainable transport.

With over 50 years' history, we are working to enhance our organisational effectiveness in order to respond to transport's critical challenges and achieve even greater impact.

This is an exciting opportunity to manage and shape our fundraising capability and help make a positive difference to people's lives. We are a small but dedicated team looking for someone to play a strategic and active hands-on role in increasing income generation to help underpin our campaigning, influencing and communications. We look forward to receiving your application.

Our structure



Job description

Post	Head of Fundraising and Events
Reporting to	CEO
Annual salary	£45,000
Location	Hybrid (London office with flexible remote working)
Hours	35 hours per week (permanent contract)
Benefits	8% pension contribution 25 days annual leave Life Insurance Season ticket loan Cycle to work scheme Additional days gifted at Christmas.

Background

Campaign for Better Transport is the only UK charity working across all sustainable transport modes. We advocate for better, greener, fairer transport for all—working with government, industry and communities to make the case for investment in sustainable transport.

This is an exciting opportunity to manage and shape our fundraising capability and help make a positive difference to people's lives. We are a small but dedicated team looking for someone to play a strategic and active hands-on role in increasing income generation.

Purpose of the role

The purpose of the role is threefold:

- 40%: To oversee the cultivation, development and maintenance of Campaign for Better Transport's corporate partnerships, relationships and funding
- 40%: To maintain and develop funding from Trusts and Foundations and High Net Worth Individuals
- 20%: To plan and oversee Campaign for Better Transport's overall events programme, using external agencies as necessary to deliver specific events. To support other team members who organise external events.

In addition, to have oversight of Individual Giving (managed by the Heads of Communications) and its contribution to overall funding.

Key Responsibilities

Overall

- Own and maintain the Fundraising Strategy, working with the CEO and Board of Trustees to review and refresh it as required, ensuring Campaign for Better Transport can sustain and grow income with limited fundraising capacity.

Corporate partnerships

- Manage and grow income from corporate partners, including in-kind support
- Own Campaign for Better Transport's corporate partnership programme end-to-end, from first contact through cultivation to a formal, funded partnership
- Oversee the lifecycle of each corporate partner and liaise with the admin support and other Campaign for Better Transport staff to ensure all corporate engagement activities are carried out by the relevant team members on a timely basis
- Work with other team members to develop project and programme ideas and proposals, aligned with partners' priorities
- Price and scope corporate-funded project work.

Trusts and Foundations

- Maintain and develop a funder pipeline/prospect list
- Research and write core funding applications and renewals to trusts and foundations, using experience to determine effort versus reward in relation to applications
- Manage stewardship of existing trust funder relationships, including funder reporting requirements
- Research and cultivate a pipeline of high-net-worth individual (HNWI) prospects, including the exploratory HNWI push and possible 'President's Circle' set out in the approved fundraising strategy
- Ensure funding applications and donor cultivation comply with fundraising regulations and best practice, including General Data Protection Regulation (GDPR) and the Institute of Fundraising Codes of Practice.

Events

- Plan and oversee Campaign for Better Transport's annual events programme, including the flagship Better Transport Week, the Better Transport Conference and the Parliamentary Reception
- Work with other team members to integrate project and campaign-related external events into the annual calendar
- Ensure sufficient funding has been secured for all events to at least cover their costs
- Write briefs, commission and manage external consultants and agencies in the delivery of the events programme
- Approve all Campaign for Better Transport events, sign off event briefs, and act as the escalation point for event delivery, in line with Campaign for Better Transport's Events Policy.
- Oversee event budgets and report on delivery, reach and impact.

Across all areas

- Manage CRM (Beacon) data management for corporate, trust and foundation, and event contacts, and ensure compliance with data protection best practice.

Person Specification

Essential

- Proven track record in setting and updating a fundraising strategy
- Proven track record securing funding from corporate/business partnerships and from trusts and foundations
- Ability to plan and oversee large events or conferences, ideally 200+ attendees, using external consultants
- Excellent written communication skills, with experience producing compelling funding applications
- Experience in a charitable or not-for-profit fundraising environment
- Able to manage multiple application deadlines and projects, including when they cluster
- Strong interpersonal skills, with a demonstrable ability to build relationships across a range of businesses, government and civil society organisations
- Able to work at every level, from shaping strategy and communicating with senior leaders to managing day-to-day tasks
- Experience managing budgets and allocating resources effectively
- Proficient in CRM systems.

Desirable

- Knowledge of the UK transport sector
- Experience cultivating and soliciting gifts from high-net-worth individuals, or a clear ability to transfer major-donor relationship skills from another context.

How to apply

To apply please send a CV and covering letter to recruitment@bettertransport.org.uk.

Your covering letter should include the following in no more than two pages:

- Why you are applying for this post
- How your skills, knowledge and experience meet the requirements of the role.

Please note only CVs accompanied by a covering letter will be considered.

As part of the application process, we also ask you to complete and return the Equality Monitoring form. This form also contains a section to consent to us holding your personal data on file as part of the application process (see below).

The closing date for applications is **23:59, Sunday 11 October**. In-person interviews will be held in our central London office weeks commencing 19 and 26 October. Appointment will be subject to satisfactory references and evidence of the individual's right to work in the UK.

Privacy policy

Campaign for Better Transport needs to process a range of information about you as part of your recruitment application. This allows us to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide whom to offer a job. We will not use your data for any purpose other than the recruitment exercise you have applied for. The data is stored in our IT and HR management systems. We will not share your data with third parties unless your application is successful and we make you an offer of employment. We will then share your data with former employers or named references to obtain a reference for you. If your application is unsuccessful, we keep your information on file for six months after the end of the recruitment process. At the end of this period the information is deleted or destroyed. If your application is successful any data gathered will be transferred to your personnel file and retained during your employment. We delete or destroy all former employee data six years after your employment ends.

Equality Policy

Campaign for Better Transport is committed to eliminating discrimination and encouraging diversity in our workforce. We provide equality and fairness for all in our employment and not to discriminate because of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. All employees, whether part-time, full-time or temporary, will be treated fairly and with respect. Selection for employment, promotion, training or any other benefits will be based on aptitude and ability. All job applicants are asked to complete an equality monitoring form, and these will be evaluated at the end of the recruitment process to see how diverse the applicant pool is and whether action should be taken. Full copies of the privacy and equality policies are available on request.