Job Description – Development Lead

Job title:	**Development Lead**
Reporting to:	CEO
Responsible for:	Development Coordinator, any grant writing support
Work base:	Hybrid working between Oxford Office in OX2 and working from home
Travel required:	An office based role with some travel for donor and stakeholder engagements, events, and training days.
Salary:	£44,000 – 48,000 FTE, pro-rata 4 days a week & contributory pension scheme
Days worked:	3 days a week, Tuesday, Wednesday and Thursday

The Prison Phoenix Trust

The PPT are the leading experts in yoga and meditation in prisons in the UK and Ireland. Since 1988 we have supported the personal development and rehabilitation people living in prison through meditation and yoga. We do this through 121 mentoring, group yoga classes, peer support newsletters and resources such as books and DVDs that help people practise yoga and meditation in their cells. We deliver the British Wheel of Yoga's accredited training *Teaching Yoga in Prison*.

A small staff and volunteer team based in Oxford works with a network of self-employed yoga and meditation teachers across the UK and Ireland.

The role

The Development Lead plays a pivotal role in refining and implementing the CIO's funding sustainability and communications strategy. Responsible for leading all aspects of fundraising, from donor engagement to grant writing and reporting, the creative vision and overseeing external communications. As a key member of the senior team,

you manage the development coordinator, and any staff, consultants or partners involved in the creation and delivery of communications and fundraising work, helping us to amplify our impact within prisons across the UK and Ireland.

Key Responsibilities:

Fundraising:

Work with the Funding Sustainability working group of board and key staff members to develop fundraising strategies to meet The PPT's diversity of income targets, with responsibility for the implementation. Secure both restricted and unrestricted income streams from grant giving trusts and other financial partners to meet annual targets and longer-term financial planning goals.

Nurture relationships with grant giving trusts, donors and fundraisers to ensure ongoing support, financial stability and growth.

Develop compelling funding proposals and reports, ensuring alignment with the CIO's mission, culture and annual objectives. Lead and manage a freelance grant fund raiser as required, to meet income targets.

Oversee the organisation and management of fundraising events, campaigns, and appeals.

Monitor and evaluate fundraising activities to ensure financial targets are met.

Communications:

Oversee and lead the charity's external communications, ensuring consistent messaging across all channels, with a focus on decision makers and staff in secure settings, yoga teachers, current and potential supporters in wider public.

Develop and implement the communications strategy to raise awareness of the charity's contribution to rehabilitation within the criminal justice sector and the wider public.

Work closely with the communications coordinator to create engaging content for printed and digital materials, including the impact and annual report and accounts, newsletters, social media and press releases.

Support the creation of high-quality marketing materials, including case studies, impact reports, and visual assets. Manage website content, ensuring it meets stakeholder engagement needs of The PPT.

Establish and maintain strong relationships with journalists, bloggers, and influencers to enhance media coverage.

Team Leadership:

Line manage development coordinator, providing guidance, support, and professional development opportunities.

Foster a collaborative and inclusive team environment to ensure the effective execution of development and communications goals, in line with PPT culture.

Regularly review team performance and recommend training or coaching as required.

Strategy and Reporting:

Develop and monitor KPIs for fundraising and communications to ensure progress towards the CIOs strategic aims.

Work with the Head of Finance to report on key performance metrics to the CEO on a quarterly basis, ensuring that all fundraising and communications efforts are aligned with the charity's mission and vision. Contribute to the monthly staff meetings with updates on fundraising and communications activities and performance. Keep abreast of any market research to identify trends in fundraising, communications, and digital engagement.

Skills and Experience	
Essential	Desirable
Experience of developing and delivering successful fundraising strategies and campaigns to meet income targets.	Membership of a professional fundraising or communications body (e.g. Chartered Institute of Fundraising) or relevant professional development.
Proven experience of securing grants and developing relationships with funders and donors.	Experience of using Beacon CRM, Mailchimp, WordPress and other digital platforms to support fundraising and communications.
Experience of individual giving, community fundraising and legacy fundraising.	Knowledge of emerging trends and innovations in charity fundraising, donor engagement and digital communications.
Strong written communication skills, including developing persuasive funding applications, proposals and reports.	Experience of working with journalists, media contacts or external communications agencies.

Experience of developing and delivering communications across a range of channels and for different audiences.	Experience of working in a small or medium-sized charity or not-for-profit organisation.
Strong organisational, planning and analytical skills, including monitoring income against targets and reporting on progress.	
Knowledge of ethical fundraising practice, donor care and relevant fundraising regulations.	
Communication and Relationship Management	
Essential	Desirable
Excellent written and verbal communication skills, with the ability to communicate the charity's purpose, work and impact clearly and compellingly.	Experience of producing case studies, impact reports, newsletters, social media content and press releases.
Ability to build and maintain effective relationships with donors, funders, trustees, colleagues and external partners.	Experience of public speaking, presentations or representing an organisation at external events.
Ability to communicate complex information clearly and sensitively, adapting style to different audiences.	Experience of communicating with audiences within the criminal justice sector.
Leadership and Teamwork	
Essential	Desirable
Ability to work independently and collaboratively within a small team, managing competing priorities and using initiative.	Experience of line managing or coordinating staff, supporting their development and performance.
Ability to work effectively across the organisation, ensuring fundraising and communications priorities support wider organisational objectives.	Experience of working with trustees or board-level groups to develop and deliver strategy.

Proactive approach to sharing information, encouraging collaboration and contributing to organisational planning.	Experience of working with freelance fundraisers, consultants or external agencies.
Strong commitment to the charity's mission and values.	Interest in yoga, meditation or contemplative practices.
Strategic and creative thinker, able to identify opportunities for income generation and raising the charity's profile.	Interest in rehabilitation, the criminal justice system and prison reform.
Relationship-focused, with the ability to build trust and work effectively with others.	

Terms and Conditions

- 3 set days a week, Tuesday, Wednesday and Thursday
- Starting salary £44000 - £48000 full-time equivalent depending on experience, pro-rata 3 days a week & contributory pension scheme.
- Flexibility of work includes occasional early starts, longer days travelling and orchestrating events, for which there is time off in lieu.
- Paid leave: Staff are entitled to 20 days annual leave per year, plus bank holidays, pro rata for part-time roles. In addition, staff are entitled to leave on any normal working days falling between Boxing Day and New Year's Day.
- Pension: The charity operates a contributory pension scheme.

Applications due by midnight, Sunday 3rd January 2027. Apply by sending a CV and covering letter, explaining how you meet the person specification, to recruitment@theppt.org.uk Interviews will take place on Wednesday 13 January 2027.

This job description does not form part of the contract of employment and is subject to change in accordance with the needs of the organisation. The post holder will work at all time in a way which is consistent with the organisation's commitment to equality and opportunity.
The PPT operates an equal opportunities policy.