JOB PROFILE

Basic details	
Job Title: Learning Lead	**Contract type: permanent**
Salary: £55,000	**Hours:** Full Time (35 hours per week). Requirement to work outside of regular core hours occasionally, as required, with time off in lieu. We are happy to discuss flexible working.
Key benefits: **Leave: 25 days per year (rising to 30 with service) + bank holidays.** **Pension scheme:** After probation ends, we offer up to 7.5% employers' contribution to our stakeholder pension scheme. **Enhanced sick pay** from day one. Great work/life balance through flexible and remote-first working. We also focus on staff wellbeing, training and development and support you with your volunteering. See our benefits list for all other details	**Location:** Working from home (UK) with occasional in-person attendance at events or meetings across the UK, including attending quarterly all-staff meetings in London.
The Chartered Institute is proud to be an equal-opportunity employer committed to a diverse and inclusive workplace where we can all be ourselves and succeed on merit. We particularly welcome applications from those who are significantly underrepresented in our sector, such as Black, Asian, people of colour, or from a specific minoritised ethnicity, neurodivergent, oppressed, or marginalised individuals or groups.	

About the Chartered Institute of Fundraising

The Chartered Institute of Fundraising is the UK's professional membership body for fundraisers, championing excellence, providing professional development and education, and fostering connections across the sector. Our ten-year strategy aims to tackle critical challenges like diminishing income, increasing demand for services, and issues such as fundraiser burnout and lack of investment that are impacting charities nationwide. We believe that every fundraiser should feel valued and nurtured.

This strategy focuses on four key pillars with clear five and ten-year targets: attracting, retaining, and nurturing fundraising talent to combat the "revolving door," reframing the narrative to change perceptions of fundraising and drive investment, driving excellent fundraising practice, promoting fundraising practice standards, ethics and guidance to build public trust, and fostering a culture that inspires more people to give to reverse declining donor numbers. Our ultimate aim is to double our impact in a decade, ensuring a sustainable future for both fundraisers and charities.

Role purpose

To lead the organisation's products and events portfolio, ensuring fundraisers have access to high-quality learning experiences, events, networking opportunities, volunteer-led communities and professional development activity that strengthen capability, engagement and professional connection and a sense of belonging across the fundraising profession.

The role operates primarily as a portfolio development, commissioning and audience engagement role, working with colleagues, volunteers, partners and external providers to deliver a relevant, accessible and commercially effective programme.

The role leads the development of a coordinated portfolio of products, events and experiences across digital and in-person, ensuring activity is aligned to audience needs, organisational priorities and sustainable income generation.

Reporting structure

Reports to: Director of Learning
Direct reports:
• Learning Delivery Manager
• Learning and Volunteering Officers x 2

Key responsibilities

Products and portfolio development

- Lead the development of the products and events portfolio.
- Ensure products and events are aligned to organisational priorities, audience needs and professional development goals.
- Define and develop clear product offers, including webinars, conferences, masterclasses, training and short courses.
- Identify opportunities to develop new products, services and engagement opportunities.
- Identify and test new technologies and delivery approaches that improve learning, engagement and reach.

Audience engagement and portfolio planning

- Use audience insight, engagement data and sector trends to shape a relevant and inclusive programme.
- Identify gaps, opportunities and emerging needs across different audience groups.
- Ensure products and events remain accessible, relevant and responsive to changing needs.
- Build accessibility and inclusion into product design, commissioning, pricing and format choices, and use feedback to identify and reduce barriers to participation.
- Support audience growth, engagement and retention through effective portfolio planning.
- Work with marketing and membership colleagues on audience development, promotion and coordinated campaigns, using audience insight to improve reach, engagement and bookings.

Commercial performance and sustainability

- Lead financial performance across the products and events portfolio.
- Lead budgeting, pricing, sponsorship, partnerships and income generation activity.
- Monitor portfolio performance and identify opportunities to improve impact, reach and financial sustainability.

- Review products using evidence on demand, learning outcomes, participant feedback and financial performance, and recommend investment, consolidation or withdrawal to the Director of Learning.
- Ensure resources are used effectively to maximise organisational benefit.

Delivery networks and partnerships

- Develop and coordinate relationships with tutors, trainers, speakers, partners and expert contributors.
- Manage delivery partnerships, suppliers and external providers supporting products and events activity.
- Enable volunteers, partners and contributors to deliver high-quality and aligned activity.
- Ensure commissioned learning meets the Learning Standards Manager's learning quality standards, working with the Learning Delivery Manager to maintain consistent delivery quality.
- Apply the Learning Standards Manager's professional capability frameworks and learning quality standards when commissioning learning, including requirements for learning outcomes, content, assessment and contributor quality.

Integration and organisational alignment

- Ensure products and events are connected to learning, CPD, professional pathways, content and wider organisational priorities.
- Work closely with colleagues across learning, content, communities, policy and membership activity.
- Support development of a connected professional development ecosystem across the organisation.
- Contribute to organisational planning, innovation and continuous improvement.
- Use operational insight from the Learning Delivery Manager, including complaint, refund and cancellation trends, to inform portfolio decisions and product improvements.

Innovation and improvement

- Test and develop new products, formats and delivery models.
- Monitor sector trends and emerging opportunities.
- Drive continuous improvement across the products and events portfolio.
- Ensure products and events remain relevant, competitive and sustainable.

External engagement

- Build relationships with partners, suppliers, speakers, volunteers and stakeholders.
- Represent the organisation on products, events and professional development activity as appropriate.
- Support development of collaborative opportunities that strengthen organisational reach and impact.

Other duties

Undertake other reasonable duties as requested by your line manager, consistent with the purpose, level and responsibilities of the role.

Role-specific knowledge, skills and experience	
Essential	• Experience of developing and managing products, events, learning programmes or audience engagement activity. • Experience of portfolio planning and managing multiple projects or programmes simultaneously. • Experience of budgeting, financial management and income generation. • Experience of working with external suppliers, partners, speakers, trainers or contractors. • Strong project management and organisational skills.

	• Ability to use insight, audience data and feedback to inform decision-making. • Strong communication, relationship-building and stakeholder management skills. • Ability to balance strategic planning with practical delivery.
Desirable	• Knowledge of fundraising, charities, membership organisations or professional bodies. • Experience of digital, in-person and hybrid event delivery. • Experience of sponsorship, partnership development or commercial income generation. • Experience of volunteer management or working with distributed delivery networks. • Experience of product development, service design or customer journey development.
CIOF Core Competencies The following competencies apply to all roles within the organisation. The level of responsibility and expectation will vary depending on the role.	**Building Relationships:** Builds positive and productive relationships with colleagues, members, volunteers, partners and stakeholders. Works collaboratively, communicates effectively and contributes to a culture of trust, respect, inclusion and belonging. **Passion for Fundraising:** Demonstrates a commitment to the organisation's purpose and an appreciation of the vital role fundraising plays in supporting charities, communities and causes. For some roles this will include fundraising knowledge and experience; for all roles it includes enthusiasm for and commitment to fundraising and fundraisers. **Digital Confidence and AI:** Uses digital tools and AI confidently, critically and responsibly to improve quality, efficiency, learning and impact. Keeps pace with emerging technologies, tests new approaches and develops their skills continuously. Understands the importance of human judgement, data protection, accuracy, transparency, inclusion and ethical use, and knows when AI should, and should not, be used. **Agility and Collaboration:** Works flexibly across teams, projects and priorities. Builds connections across the organisation, shares knowledge, avoids silo working and is open to change, innovation and continuous improvement. Takes ownership of their work and contributes positively to organisational success. **Professional Representation:** Acts as a positive ambassador for the organisation. Demonstrates professionalism, sound judgement and credibility when interacting with a wide range of people, from members and suppliers to senior leaders, trustees and external stakeholders.
Circumstances	Able to work outside core hours on occasions and to travel to attend in-person meetings and events in London and elsewhere in the UK.