



Head of Engagement - Information Pack

Dear Applicant,

Thank you for requesting the application pack and for your interest in working for Impetus.

This pack contains all the relevant information you will need to apply for this role:

- Information about [the organisation](#) and [our values](#)
- Information about [the team](#) and [the role](#)
- The [job description](#) – [key responsibilities](#) and [person specification](#)
- Our [commitment to equality, diversity and inclusion](#)
- Details on the [application and recruitment process](#)
- [Terms and conditions and benefits](#) of working for Impetus

The closing date for receipt of completed applications is 23:59 on Sunday 20 September 2026.

If you would like to find out more about this role or have any questions regarding the recruitment process please contact recruitment@impetus.org.uk.



About Impetus

Impetus transforms the education and employment outcomes of young people from disadvantaged backgrounds.

We do this by using our deep expertise and high calibre networks to give the best nonprofits in these sectors the essential ingredients to have a real and lasting impact.

Through a powerful combination of long-term funding, direct capacity building support from our experienced team and our pro bono partners, alongside research and policy influencing to drive lasting systems change, we work towards a society where all young people can thrive in school, pass their exams and unlock the doors to sustained employment, for a fulfilling life.

You would be joining a team that is passionate, rigorous, determined, creative and warm. We care deeply for our colleagues, our portfolio partners and the young people we serve.

Impetus is a registered charity, and our charity number is 1152262.



Our Values

In 2022 the Impetus staff agreed the following set of Values to act as our guiding principles as an organisation and help us to remain focused on achieving our mission to support young people from disadvantaged backgrounds.

We are brave and curious

We are bold and brave in our pursuit of better outcomes for young people. We lead with curiosity and stay open to new perspectives. We support one another to take considered risks and learn together.

We bring high trust, high challenge

We build strong, long-term relationships through honesty, kindness, integrity, and respect. We create the space for open, constructive challenge, where colleagues, partners and supporters feel safe to speak up, hold each other to account, and bring their best in pursuit of our mission.

We are evidence led and results driven for young people

We pursue excellence for the young people we work with, are wholly committed to better outcomes, unapologetically results driven, and accountable for our actions.

We thrive through diversity

We seek to embed diversity of thought, background and experience in every aspect of our work. We are open, thoughtful and proactive in better understanding and challenging our assumptions to better deliver the change we seek.

We always seek collaboration

We will not succeed alone. We seek meaningful, productive partnerships with others to achieve our mission and drive systems change for young people.

About the team

The Philanthropy team raises income for Impetus and for Impetus partner charities. The team consists of 15 staff. Impetus has an annual income of c.£11 million which we are looking to grow significantly within the next few years. The team is led by two Directors of Philanthropy and Partnerships.

The Philanthropy team works with major donors, corporates and grant making trusts, as well as collaboratively with colleagues across the organisation to ensure we make a compelling case to generate new financial commitments and wider support for our work. The team also deliver a high-quality engagement programme of volunteering and pro bono for Impetus's corporate supporters.

Impetus is driven by a shared belief in tackling the barriers that hold back young people from disadvantaged backgrounds in education and employment. Alongside investing extensive financial and non-financial support in our charity partners through our Investment team we also seek to influence decision makers to design and implement evidence led policy and direct new resources to get young people the support they need through our Public Affairs team. We are resolutely focused on outcomes, driven by quality evidence.

You would be joining a team that is passionate, ambitious, determined and warm. We care deeply for our colleagues, our charity partners and the young people we serve.



About this role

The Head of Engagement is a strategically significant and high-impact role within the Philanthropy team, responsible for leading and developing Impetus' engagement programme across both volunteering and pro bono support.

At Impetus, volunteering refers to opportunities for employees of our donor firms to engage directly with the young people supported by our portfolio partners, helping to inspire, motivate and broaden horizons through meaningful interactions.

Pro bono support is a core element of our capacity-building approach and a key way in which we strengthen the organisations we back. It involves skilled volunteers and partners contributing professional expertise to address strategic challenges and opportunities within our charity portfolio, helping to build capability, resilience and long-term impact.

The Head of Engagement will shape the strategic direction and lead the delivery of a high-quality programme of volunteering and skilled pro bono support, creating meaningful outcomes for portfolio partners while delivering engaging and rewarding experiences for supporters. The postholder will ensure that engagement opportunities align with Impetus' investment priorities and organisational objectives, respond to donor interests, and maximise impact for the young people and charities we serve.

The role combines strategic leadership, relationship management, programme innovation and operational oversight. Working closely with colleagues across Philanthropy and Investment, and engaging regularly with Public Affairs and senior leaders, the Head of Engagement will build, steward and deepen relationships with a wide network of corporate partners, major donors, and highly skilled volunteers.

The postholder will also lead and develop the Engagement team, comprising the Engagement Manager and Engagement Officer, fostering a collaborative, inclusive and high-performing culture that enables exceptional delivery, continuous improvement and professional growth.

As a key member of the Philanthropy leadership team, the Head of Engagement will play a central role in expanding and strengthening Impetus' supporter network, developing innovative opportunities for supporters to contribute their time and expertise, and ensuring our volunteering and pro bono programmes continue to evolve in response to the changing needs of young people, charities and partners.

This is an exciting opportunity to shape and grow a critical area of Impetus' work, harnessing the expertise, networks and commitment of supporters to help more young people from disadvantaged backgrounds succeed in school, work and life.

Job description

Title:	Head of Engagement
Team:	Philanthropy
Reports to:	Director of Philanthropy and Partnerships
Direct reports:	Engagement Manager (with oversight of Engagement Officer)
Salary:	£54,230 per annum plus benefits
Grade:	3
Contract:	Permanent
Working hours:	Full time (37.5 hours per week) or part time (we are happy to consider requests for part time hours)**
Location:	Hybrid working – at least two days per week in the Impetus office (currently based in Charing Cross, Central London). We may ask you to come to the office three days per week during the first three months to help set you up well for success – ensuring you get the support you need to thrive. In addition to this, all staff are expected to attend regular Impetus in person events. These include staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working
Starting date:	As soon as possible

***We recognise the importance of a good work / life balance. We do everything we can to accommodate flexible working, including working from home, working part-time, job shares and other arrangements. Please let us know in your application or at any stage throughout the process (and beyond) if these are options you would like to explore.*



Key responsibilities

Strategy and Leadership

- Develop and deliver the engagement strategy and operational plan for the pro bono and volunteering functions.
- Set and monitor KPIs, targets and budgets for engagement activity in line with organisational frameworks, securing approval from senior leadership where appropriate.
- Lead the continued growth and development of volunteering and pro bono activity in alignment with organisational strategy and portfolio partner needs.
- Work collaboratively with senior colleagues across Philanthropy and Investment to align engagement opportunities with organisational priorities.
- Lead prospecting for the pro bono function, understanding the needs of our Investment team and portfolio partners, identifying gaps in supporter skills and expertise and onboarding new organisations and specialisms.
- As the organisational lead for volunteering and pro bono engagement, advise senior leadership on engagement trends, sharing insights, learning and volunteering best practice internally and externally.
- Lead, develop and coach the Engagement team, creating a collaborative, inclusive and high-performing culture and ensuring clear objectives, development opportunities and succession planning.
- Provide guidance, support and oversight of delivery to the Engagement team, line managing the Engagement Manager and supporting the development of the Engagement Officer.

Volunteering Programme

- Lead the strategic development and continuous improvement of a high-quality volunteering programme, ensuring it delivers value for portfolio partners, corporate and donor partners and young people.
- Oversee programme quality and effectiveness across all volunteering activities.
- Build capability and strong relationships with portfolio organisations to support the design and delivery of high-quality volunteering opportunities.
- Monitor participation, impact and quality across the volunteering programme, using data and feedback to drive improvements.
- Work closely with account managers in the Philanthropy and Partnerships team to drive and steward donor engagement.
- Develop new models of volunteering in collaboration with the Engagement team, including governance and trustee pathways, skills-based workshops and intensive challenge clinics.

Pro Bono Programme

- Lead the development of the organisation's pro bono programme and oversee the delivery of activities, ensuring high-quality support for portfolio partners.
- Set annual pro bono targets (including project value, number of projects, and supporter engagement) and lead the team to deliver on these.
- Oversee the maintenance of a strong pipeline of projects from portfolio partners and supporters that meet the needs of portfolio partners.
- Source and cultivate new pro bono supporters, including companies and highly skilled individual professionals.
- Oversee and contribute to business development activity including prospect research, outreach, relationship building and partnership development.
- Steward existing strategic supporter relationships and create compelling supporter journeys that communicate impact and strengthen long-term engagement.
- Work closely with the Investment team to identify, scope and prioritise pro bono projects, and work with the team to improve quality and impact in project delivery.
- Ensure an effective team approach to project identification, prioritisation and matching across the programme.
- For select high-priority projects, directly match portfolio partner needs with appropriate supporters, ensuring an effective and high-quality project experience, with support from the Engagement Manager.
- Support select high-priority project kick-off meetings and maintain oversight of project delivery, stakeholder management and follow-up processes.
- Ensure appropriate evaluation processes are in place to capture project impact, supporter feedback and learning.
- Own quality assurance, review programme outcomes and impact data to drive continuous improvement.
- Collaborate with the Events team to design and run relevant supporter engagement events.

Relationship Management and Donor Engagement

- Develop and maintain strong relationships with both new and existing corporate partners, major donors, volunteers, pro bono supporters and charity / sector stakeholders.
- Lead strategic account management of donors and supporters.
- Act as a key account manager for strategic engagement partnerships, notably the most high-value Pro Bono relationships.
- Work closely with account managers and senior stakeholders to maximise supporter engagement and long-term partnership opportunities.
- Contribute to the creation of compelling communications and marketing materials that demonstrate the value and impact of engagement activity.

- Represent Impetus externally at meetings, events and networking opportunities building effective and inclusive partnerships.

Operations, Systems and Reporting

- Oversee the effective administration and operational delivery of the engagement function.
- Ensure accurate data management and reporting through Salesforce and related systems by the Engagement team.
- Maintain oversight of engagement pipelines, financial tracking and programme reporting.
- Lead quarterly reviews and reporting processes through the analysis and presentation of engagement data.
- Develop and improve systems, processes and operational efficiency across the engagement function.
- Ensure all activities comply with organisational policies, procedures and best practice.

Cross-Organisational Working

- Form part of the Philanthropy and Partnerships Leads group to lead and drive performance against fundraising targets and strategy.
- Collaborate closely with the Investment team to identify opportunities for volunteering and pro bono support, especially driving innovation for both programmes.
- Build strong internal relationships to ensure engagement activity is coordinated and effectively communicated across teams.
- Attend and support Impetus events where required.
- Represent the Philanthropy team on internal projects, working groups and committees.
- Support wider team priorities and contribute to a collaborative and inclusive working culture.

Person specification

Essential

- Excellent relationship management skills with experience across a range of sectors, and track record working productively with senior stakeholders in corporate and charity organisations, including internally.
- Strong business development skills, with experience identifying and developing new relationships, partnerships, and engagement opportunities.
- Experience translating strategic priorities into operational plans, objectives and delivery.
- Strong project and programme management skills, including managing multiple priorities, budgets, timelines and stakeholders.
- Experience and understanding of how to design and implement inclusive, accessible and engaging experiences for a range of audiences, including young people and corporate supporters.
- Experience managing line reports or leading teams including coaching, supporting and enabling others to deliver high-quality outcomes.
- Strong analytical and organisational skills.
- Ability to identify opportunities, solve complex problems and contribute innovative and creative ideas.
- Excellent written and verbal communication skills.
- Ability to influence and build credibility with senior audiences internally and externally through clear, confident and evidence led communication.
- A collaborative and flexible working style with the ability to work cross-functionally.
- Commitment to the mission and values of Impetus.
- A strong commitment to equality, diversity and inclusion.
- Experience working in, or closely with, the charity, youth, education or employment sectors.

Desirable

- In depth understanding of the corporate donor and philanthropy landscape.
- Experience in corporate fundraising or donor engagement, in particular with the financial services and investment sectors.
- Significant experience overseeing either a large corporate volunteering programme or a pro bono programme (e.g. 50+ projects).
- Experience working with Salesforce.
- Expertise in evaluation or impact measurement.
- In-depth understanding of the education and/or youth employment sectors in the UK.

Our commitment to equality, diversity and inclusion

We believe that a diverse workforce leads to an organisation that is more open, creative and gets better results.

We want our team at Impetus to represent the diversity of the people and communities we serve. We also want our team to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

We want to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good work/life balance. We do everything we can to accommodate flexible working, including working from home, working part-time job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you'd like to explore.

Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex and sexual orientation. We value diversity and welcome applications from people of all backgrounds.



How to apply

Please click [here](#) to apply.

You will need to:

- **Complete the online form** (including the equal opportunities monitoring form)
- **Upload a comprehensive CV and supporting statement**

The supporting statement should be no more than two sides of A4 and should address the criteria in the person specification.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission.

As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

The deadline for applications is 23:59 Sunday 20 September 2026.

Interview

First round interviews will take place: **week commencing 28 September 2026.**

Second round interviews will take place: **week commencing 05 October 2026.**

You will also be required to provide proof of your eligibility to work in the UK.

Personal Data

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

Terms and conditions and benefits of working for Impetus

We are committed to supporting staff in a range of way. The tables below detail some of the support provided:

Financial and Wellbeing Support		
Benefit	Details	Eligibility
Pay	We benchmark pay in the whole charities market and we set our pay line at the market upper quartile and pay our people in a range +/- 10%.	All staff eligible.
Pension	In line with auto enrolment legislation all eligible employees will be automatically enrolled into The Pensions Trust pension scheme. 5% employer contribution. 3% employee contribution.	All staff eligible.
Life Assurance	Four times salary.	All staff eligible.
Occupational Sick pay (OSP)	Six weeks full pay and six weeks half pay in rolling 12 month. Staff eligible from day one of employment.	All staff eligible subject to statutory requirements.
Health cash plan	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships.	All staff eligible.
Employee assistance programme	Health Assured provides a comprehensive employee support service which includes a 24/7 confidential helpline, counselling and bereavement support, financial, legal and medical information, Wisdom Mobile App and online resources.	All staff eligible.
Eye test vouchers	Reimburse for the cost of eye examination up to the value of £25 per annum.	All staff eligible.
Season ticket loan	Interest free - repayable over 10 months.	On completion of six-month probation period.

Financial and Wellbeing Support

Benefit	Details	Eligibility
Cycle to work scheme	Staff save up to 42% on a new bike, e-bike and cycling accessories through this salary sacrifice benefit and can spread the cost of their bike and accessories interest-free over 12 months.	All staff eligible.
Home and Tech Scheme	Staff save up to 8% on home and tech products at Currys and IKEA, through this salary sacrifice benefit and can spread the cost interest-free over 12 months.	All staff eligible.
BHN Extras	Staff discount site offering special perks for employees.	All staff eligible.
Give as you earn (GAYE)	Membership to scheme to enable employees to make donations exempt from National Insurance.	All staff eligible.

Work life balance

Benefit	Details	Eligibility
Flexible hours	10am to 4pm are core hours. Office hours are 8am to 6pm	All staff eligible.
Hybrid working/ work from home	Opportunity to work remotely and in the Impetus office. All staff are expected to attend at least two days per week in the office as well as regular Impetus in-person events such as staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working. More regular home working may be agreed through a flexible working request.	All staff eligible.

Work life balance

Benefit	Details	Eligibility
Annual leave	28 days plus bank holidays (this includes three days between Christmas and New Year) pro-rata for part time staff.	All staff eligible.
	Flexible bank holidays. Staff can choose to work on five of the UK bank holidays and use their annual leave on alternative days (except for those bank holidays that fall during Christmas Closure).	All staff eligible.
	Birthday leave – staff can take a day of leave on their birthday (or the closest available working day if it falls on a bank holiday or weekend)	All staff eligible.
	Ability to carry over a maximum of five days with any additional days to be at discretion of relevant member of SMT and Director of Finance and Operations and allowed only on an exceptional basis	Staff with three years service.
	After three years service staff will receive an additional two days annual leave (pro rata). Total entitlement 30 days per year.	Staff with three years service.
Unpaid leave	Option to request additional unpaid leave. Employees can request up to five days unpaid leave per year (pro rata).	All staff eligible (after one months service).
Charitable duties or volunteering	Four half days leave per year subject to agreement from line manager and HR.	All staff eligible.

Family Friendly

Benefit	Details	Eligibility
Maternity leave	Statutory Maternity Leave (SML) - 52 weeks.	All staff eligible subject to statutory requirements.

Family Friendly		
Benefit	Details	Eligibility
Maternity pay	Statutory Maternity Pay (SMP) – six weeks at 90% salary followed by 33 weeks at SMP rate.	Continuously employed for at least 26 weeks up to any day in the “qualifying week” (15th week before the child is expected).
	Occupational Maternity Pay (OMP) – 13 weeks at full pay followed by 33 weeks at Statutory Maternity Pay (SMP) rate	Continuously employed for at least 52 weeks up to any day in the “qualifying week” (15th week before the child is expected).
Paternity leave	Statutory Paternity Leave (SPL) – two weeks.	All staff eligible subject to statutory requirements.
Paternity pay	Occupational Paternity Pay (OPP) – four weeks at full pay.	Continuously employed for at least 26 weeks up to any day in the “qualifying week” (15th week before the child is expected).
	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships.	Continuously employed for at least 52 weeks up to any day in the “qualifying week” (15th week before the child is expected).
Adoption leave	Statutory Adoption Leave (SAL) maximum 52 weeks.	All staff eligible subject to statutory requirements.
Adoption pay	Statutory Adoption Pay (SAP) six weeks at 90% followed by 33 weeks at SMP rate.	Continuously employed for at least 26 weeks up to any day in the week they were matched with the child.
	Occupational Adoption Pay (OAP) – 13 weeks at full pay followed by 33 weeks at Statutory Adoption Pay (SAP).	Continuously employed for at least 52 weeks up to any day in the

Family Friendly		
Benefit	Details	Eligibility
		"qualifying week" (15th week before the child is expected).
Shared parental leave	Statutory - maximum 50 weeks.	All staff eligible subject to statutory requirements.
Shared parental pay	Statutory Shared Parental Pay (ShPP) - maximum 37 weeks at ShPP rate.	Continuously employed for at least 26 weeks up to any day in the "qualifying week" (15th week before the child is expected).
	Occupational Shared Parental Pay (OShPP) - 9 weeks at full pay.	Continuously employed for at least 52 weeks up to any day in the week they were matched with the child.
Parental leave	Statutory - 18 weeks of unpaid leave.	All staff eligible subject to statutory requirements.
Compassionate leave and pay	Discretion of line manager (up to five days paid).	All staff eligible subject to criteria (which include, for example, closeness of family member in event of death in family).
Parental Bereavement leave and pay	Two weeks paid leave.	All staff eligible subject to statutory requirements.
Dependency leave and pay	Discretion of line manager (up to five days paid).	All staff eligible subject to criteria.
Carers leave and pay	One week paid leave	All staff eligible subject to statutory requirements

Professional Development		
Benefit	Details	Eligibility
Learning and development	A range of organisational and individual training and development opportunities. Budget - £750 is allocated to each individual annually, plus a central budget agreed annually.	All staff eligible.
Professional subscription	May be able to help - discuss with line manager and HR.	Relevant to role.
Professional qualification	May be able to help - discuss with line manager and HR.	All staff eligible.
Sabbatical leave	Opportunity to request up to three months unpaid sabbatical leave.	After 10 years' service.