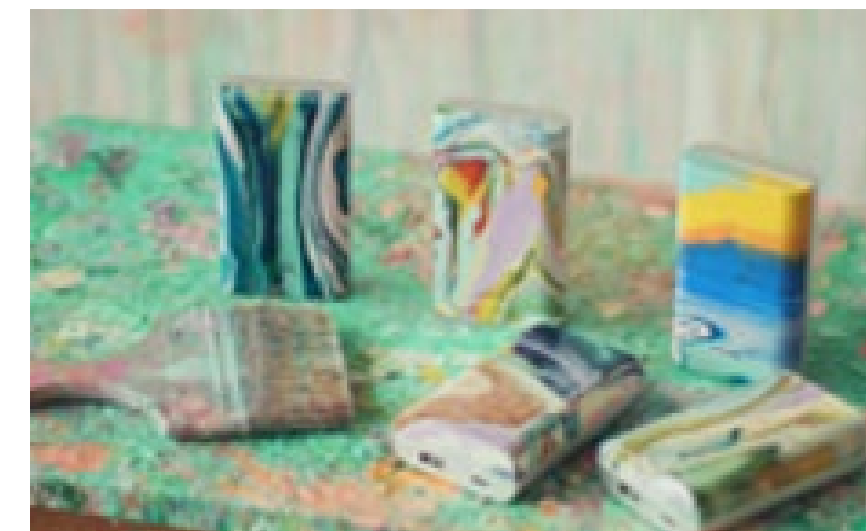




Fundraising & Partnerships Lead



The power of design

The Design Council is an independent charity championing the power of design to drive economic growth, improve lives, and build a regenerative future.

For over 80 years, we have expanded the understanding and effective use of design across the public and private sectors, academia and education.

Welcome from our Chief Executive – Minnie Moll

I feel so proud to be leading an organisation with such an amazing heritage and reputation. The calibre of our people, the extraordinary talent in our unique network of Experts and the impact we have working with our clients, partners and Government is without comparison. It is a real privilege to be carrying the torch as we enter the next chapter for the Design Council.

This chapter will be led by our mission: Design for Planet. The greatest challenge of our era is the climate crisis, so as the national champion for design, we are focusing our efforts on galvanizing and supporting the 1.97m people across the design sector to make sustainability central to their work.

Design shapes the world and has a critical role to play in meeting Net Zero targets and beyond. As a design organisation we have power and responsibility to make a difference.

At the heart of the Design Council are our colleagues. We offer a structured career path, great learning and development, exposure to unique and exciting projects and the opportunity to work with our leading Experts. In addition, our pension scheme goes up to a 7.5% employee and employer contribution, 30 days annual leave (including time off for everyone over the Christmas period) and a range of flexible ways to work as part of our Hybrid Working policy.

At more than at any other time in our long and distinguished history, now is an incredibly exciting time to be at the Design Council.



Minnie Moll

About the Design Council



Established in 1944, the Design Council is a royal chartered charity and the UK's long standing and highly respected national champion for the effective use of design, for the benefit of the UK economy, society and the environment.

The Design Council's purpose is to make life better by design. And our mission is to do that by focusing on Design for Planet. There can be no greater cause than fighting to save our precious planet. Design for Planet will be a theme through all our work to create better places, better products and better processes, all of which lead to better performance.

Our funding comes from a range of sources, including an annual grant from the Arts and Humanities Research Council, corporate partnerships and paid projects. We have also recently launched a refreshed commercial model as we look to grow and diversify our revenue base so are looking to build longer term partnerships with trusts and foundations as well as across central and regional government and other research councils.

Good design is inclusive design. We actively aim to build a diverse team, and we have a commitment to do that (see our [Equality, Diversity and Inclusion statement](#)).

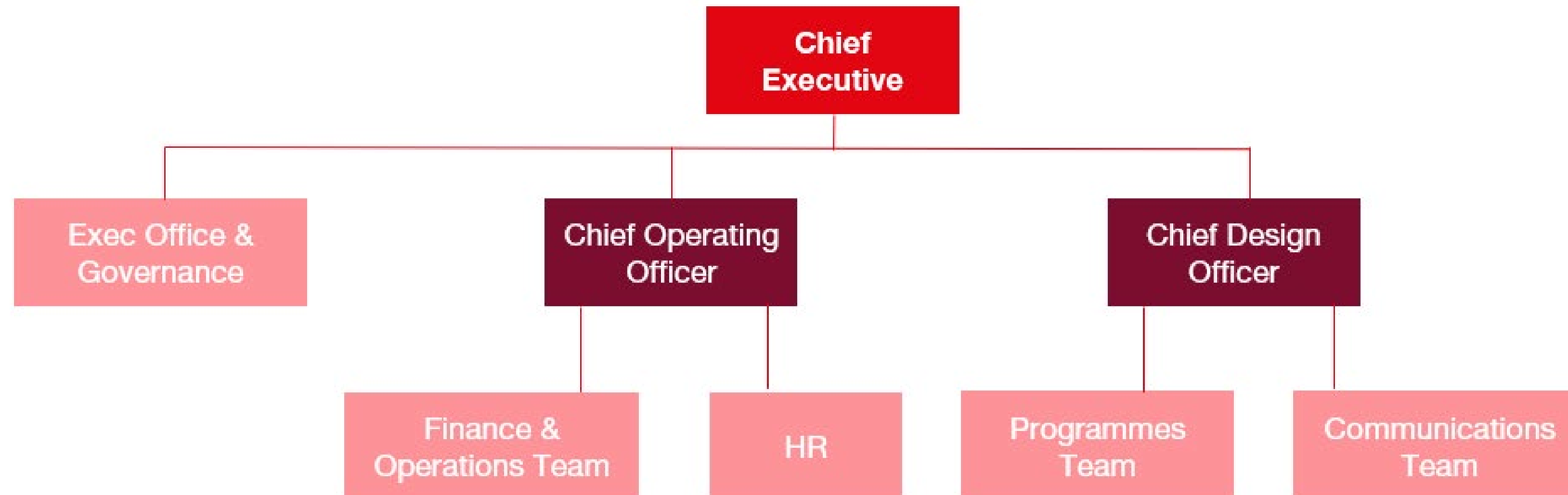
We encourage conversations around flexibility in terms of location, hours and other arrangement and we actively welcome people with different experiences, backgrounds and perspectives so that everyone can bring their whole selves to work.

Our recently refreshed People Strategy published in 2025 makes clear that people are key to the Design Council's success and our biggest asset. This outlines our approach to providing meaningful, motivating work, competitive pay and benefits and fostering a positive organisational culture of wellbeing and happiness.

We are also committed to the learning and development of our colleagues so that they gain the necessary skills to reach their full potential and progress within their profession and within their career.

About the team

Based in central London, the Design Council is a team of around 30 people.
As a small team with a massive remit, we work collaboratively to be greater than the sum of our parts.



“If you’re not designing for planet, what planet are you on?”

Kate Raworth
Author, Doughnut Economics

Our remit and Design for Planet

As well as being a charity, the Design Council's role is ***the national champion for the effective use of design for the benefit of the UK economy, society and the environment.***

Our Design for Planet mission, launched in 2021, aims to galvanise and support the nearly 2 million people working in the UK's design economy to help address the climate crisis and achieve net zero and beyond, making design regenerative and not extractive.

Design for Planet provides a platform for visionaries, designers, business, government and communities who are leading the way in climate action. Our goal is to provide support for everyone to make the planet a key stakeholder in everything we do. We need to accelerate the speed with which we make design part of the solution, acknowledging that it has been a big part of the problem.

Skills for Planet sits at the core of our Design for Planet programme of work, with the mission of upskilling 1 million designers in green design skills by 2030. The programme encompasses a range of initiatives and interventions across design skills, capability building and innovation as well as proving the case for investment in design as a key enabler of green growth. This mission and the wider role of design is championed and amplified through our policy and advocacy work, flagship Design Economy research programme as well as events and thought leadership.



About us

The Programmes Team and our funding model

Programmes Team

The Design Council's Programmes Team is responsible for delivering core parts of our Design for Planet Theory of Change.

Therefore, the Programme team's core programmes of work focus on the key areas where we believe design and the effective use of it can have the most impact on delivering change. This being:

- **Skills** – creating the frameworks and advocating for policies to upskill designers in green design skills and designing for planet
- **Capability building** – helping those who commission design in both the public and private sector to understand how design adds value and can drive green growth and demand for design
- **Research** – proving the value of design to the UK economy, both nationally and at a regional level as well as highlighting key gaps in areas such as green design skills and diversity
- **Innovation** – design is the fuel of innovation and therefore is a key driver of growth and developing solutions for the complex challenges we are facing. Therefore, innovation is a common and vital thread running throughout our programmes.

Our funding model

As a high-profile national charity with a vital remit, Design Council's funding comes from a range of sources.

This includes an annual core grant from the Arts and Humanities Research Council (part of UKRI), funded partnerships from corporate and other sources as well as paid project work across the range of skills, capability, innovation and research.

Early 2025 saw us review our commercial model and update it as we look to grow and diversify our revenue base to ensure we remain resilient and can increase our impact into the future.

To achieve this, we want to build longer term partnerships with trusts and foundations, corporates as well as across central and regional government and other research councils. This is why we now require an experienced fundraising professional to help spearhead this work.

Our convening power and valuable brand are key strengths supported by events, policy and advocacy and our network of respected design experts. And the Fundraising & Partnerships Lead will sit at the very heart of this work to forge and grow the partnerships that can catalyse our theory of change and help Design Council thrive for another 80 years.

Role summary

Fundraising & Partnerships Lead

Salary: £57,200

Contract Type: Permanent

Reports to: Head of Programmes

Location: Hybrid working with 2 days per week minimum (preferably more) in our office in Clerkenwell, London

This role will involve some evening work and travel as required in accordance with the needs of the job.

About the role

Fundraising & Partnerships Lead

This new Lead role sits within the Design Council Programmes Team led by the Chief Design Officer and has responsibility for leading the development and embedding of our funding strategy. Coordinating income generation of ~£2m per year including securing £250k of philanthropic (T&Fs, corporates, other sources) funding in the first year, the role also has the objective of growing overall revenue but in line with the refreshed Design Council business and funding model to ensure it remains strategically aligned and sustainable.

Reporting to the Head of Programmes with a dotted line to the Chief Operating Officer, you will be responsible for oversight of the overall revenue pipeline, working across the organisation to have full line of sight of funding opportunities and partnerships and ensure a consistent approach to how we generate revenue.

You will drive an effective stakeholder engagement plan, working closely with the Communications team to ensure campaigns and events help build and maintain a strong network of funder relationships and strengthening our profile as a charity.

The scope covers directly securing philanthropic/corporate partner funding as well as supporting wider commercial income generation and also ensuring they are all anchored in our Theory of Change and enable long term income growth.

Our core programmes of work support delivery of our Theory of Change encompassing Skills, Capability, Innovation and Research. We are looking to create and grow funding partnerships through a variety of activities including events, learning and training and world leading research, and the Fundraising and Partnerships Lead will play a critical role in developing funding relationships, securing them, both directly and also supporting the wider team.

Key Responsibilities

1. New Funding Generation and Planning

- Lead the identification of new revenue opportunities across the range of Design Council propositions with the objective of growing total revenue base, in line with the Design Council funding strategy and business model
- Overall accountability for converting philanthropic (T&Fs, corporate sponsorship etc) opportunities into secured new partnership funding and supporting on conversion of funding partnerships for other commercial (paid project) work
- Working closely with Chief Design Office, Head of Programmes and in particularly the Programme Leads to ensure each area of work (Skills, Capability, Innovation and Research) has an appropriate funding plan including a roadmap for future development
- Support Programme Leads, Head of Communications and CDO in identifying opportunities to commercialise core propositions and other DC assets in line with our Design for Planet ethos and market-making approach
- Overall owner of marketing and other funding collateral to support Programme Leads in growing revenue from their respective propositions as well as new promotion of Design Council for potential new funders and other partners, and working with the Communications team to develop and maintain it

2. Partner Cultivation and Stewardship

- Personally build and maintain relationships with existing partners ensuring consistent engagement and communication
- Identify, research, and qualify potential philanthropic and corporate funding partner prospects
- Develop and implement partner stewardship plans including communication approach and in person engagement, including long term relationships that can secure multi-year significant levels of funding as well as growing it over time
- Seek out, regularly attend and drive external events and meetings to build personal relationships and extend partner network

3. Grant and Commercial Proposal Development & Bid Writing

- Support Programme Leads in researching and identifying potential grant and commercial opportunities from foundations and other private or public organisations
- Lead engagement with potential funders in terms of submission of new proposals for all partner-funded work and support Programme Leads to ensure consistency and coherence for our paid project work
- Support and sometimes lead writing compelling grant proposals and commercial bids, ensuring alignment with the organization's mission and goals.
- Lead or support others on tactics to ensure bids are successfully converted

Key Responsibilities

4. Event Planning and Execution

- Assist Senior Events Manager with organizing fundraising events and other events designed to support future revenue growth through funding partners
- Regularly scan the external environment for relevant external events Design Council should be attending
- Ensure appropriate marketing collateral is developed and maintained to support and promote Design Council events aimed at fundraising
- Be a key DC representative at events, maximising the potential of income opportunities and raising the profile of the organisation and its objectives

5. Data Management and Reporting

- Overall process owner for managing the pipeline of partnership opportunities across both revenue-generating prospects and non-revenue generating prospects
- Overall custodian of the funding pipeline including holding Programme Managers to account to ensure accurate maintenance of CRM records
- Working closely with COO and Head of Finance & Operations to ensure accurate and timely reporting and effective internal meetings to track status of the funding pipeline
- Support Programme Managers in researching funding trends and market changes

6. Line Manager for Partnerships Programme Manager

- Provide quality line management guidance and support to the Partnerships Programme Manager, ensuring clear and motivating goals and regularly and meaningful feedback
- Support the Partnerships Programme Manager in their learning and development, with regular reviews of their Individual Development Plan and career aspirations
- Be a source of learning and guidance for the wider Programmes Team in terms of fundraising and partnership development

About you

Who we're looking for

We are looking for a driven, self-motivated and hands-on individual, with a track record of securing funding from a range of sources and growing revenue in a national not-for-profit or commercial organisation.

You will be ambitious for Design Council's aspiration of reaching £8m revenue by 2031 and be able to demonstrate commercial acumen and experience of developing revenue generation strategies and converting opportunities into secured income.

You will also know that fundraising is challenging and competitive, so you will be resilient and experienced in building the relationships that can secure six-figure+ multi-year income. Therefore you need to be brilliant at building external networks, joining the dots and seeing opportunities to connect people and ideas for the benefit of organisational strategy.

You must also be excellent at building and nurturing relationships, with a wide range of external stakeholders, and also effectively collaborate internally across the organisation.

You are a natural salesperson, able to identify opportunities and have compelling conversations that lead to partnerships and revenue.

This is a growing role with lots of moving parts, so we're looking for someone who is flexible and adaptable, who proactively identifies challenges and opportunities.

You are passionate about our Design for Planet and Green Design Skills missions and demonstrate an ability to think strategically as well as commercially and work collaboratively.

About you

Role Requirements

Skills & Experience:

- At least 5 years' experience fundraising / revenue generation in a commercial or not-for-profit sector organisation
- Experience working with high-net-worth individuals or foundations
- Ability to create fundraising strategies and help execute them
- Grant / bid writing experience for both grants and commercial tenders
- Ideally have an existing network of potential funders / partners, and confident in use of events and marketing to drive interest and engagement
- Experience of funding agreements and commercial contracts
- Have line management experience and a passion for developing people
- Ideally have experience of government funding and other public bodies

You will also be:

- A confident and excellent communicator
- A natural in external engagements and new environments and with new people
- Willing and able to attend regular external events (London and elsewhere in the UK)
- Empathetic, pragmatic and adaptable, with a solutions-mindset
- Proactive, hands on and willing to roll up your sleeves and get stuck in
- Cognisant of the importance of accurate data, effective processes and knowledge of working with CRMs
- Confident working at different levels within an organisation
- Willing and able to take a risk-based approach to making decisions
- Curious and open to new ideas and ways of working
- A team player and natural collaborator but also comfortable working on your own
- Resilient and comfortable with navigating through change
- Aware of some of the rewards and challenges of working in the not-for-profit sector
- Passionate about Design for Planet and the power of design

Our culture

Values & Behaviours

All Design Council colleagues are expected to demonstrate and live by our core values and behaviours. These underpin and enhance our culture.

Our core values

At Design Council we:

- **Have Boundless Curiosity.** Exploration of best and next working practices from across and beyond design.
- **Inspire Possibility.** Bring together different designers, stakeholders and perspectives to create collective knowledge that inspires others.
- **Are Powerful Together.** Role modelling how to problem-solve and get the best out of everyone so our whole is greater than the sum of our parts.

Our core behaviours

Living our values mean we are all:

Collaborative

Inquisitive

Ambitious

Kind

Expansive

Hopeful

Empowering

Understanding

Energising

Benefits



Design Council offers colleagues great benefits.

- 28 annual leave days pro rata (plus buy up to 5 additional days)
- 2 additional days for Christmas closure and birthday day off
- 5% employer pension contribution (up to 7.5% if matched)
- Hybrid working policy (working in our office at least 2 days per week)
- Flexible working policy (if you require to work non-standard hours)
- Life Assurance cover
- Season ticket loan
- Cycle to Work scheme
- Enhanced maternity & paternity leave policy
- Enhanced sick leave policy
- Employee Assistance Programme
- Social committee organizing regular colleague events

Join us

If you think this is the role for you and you would like to join us, please submit your CV and a covering letter via this [link](#) by 28 November 2025.

Please email Ishbel Allotey, our Head of People if you have any questions about the role:
recruitment@designcouncil.org.uk

The Design Council is fully committed to being a diverse and inclusive organisation. We welcome applications from everyone who meets the criteria. If you need any additional support, please do send in an early alert to this email address.

Visit designcouncil.org.uk to discover more about our work and mission.



“The fundamental idea of design is to make the world a better place”.

Bruce Mau, Designer

