



## Job and person specification: Centenary Campaign Lead

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Department: Fundraising & Supporters

Location: National CPRE, London N1 OR home-based

Reporting to: Director of Fundraising & Supporters

Responsible for: N/A

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### Job summary - the big picture

The 2026 Centenary is a significant milestone in CPRE's history; the Centenary Campaign Lead will play a pivotal role in ensuring the success of the Campaign, working directly with the Director of Fundraising & Supporters on the project management, development and achievement of all Centenary plans.

### Scope

- In conjunction with the Director of Fundraising & Supporters to develop and deliver the Centenary Campaign in line with key milestones, deliverables and evaluation points.
- Responsible for the coordination and drive of the Centenary Campaign activity throughout CPRE, including having the confidence and seniority to engage with Trustees and Senior Volunteers across the network, to ensure all targets and deadlines in the plan are met.
- To support meeting the targets of the Centenary Appeal, and the development of strong funding proposals for with an appropriate Events and engagement programme.
- To work in partnership with colleagues in Fundraising, particularly P&P, and Communications to optimise impact and raise profile.
- To report progress on a regular basis and identify any threats to meeting targets, deliverables and/or deadlines and responding with contingency actions.
- To support engagement of all key funders & stakeholders
- To develop and deliver key engagement events in the run up to the Centenary, and during the year itself.

### Key people you will be working with

- Director of Fundraising & Supporters
- Trustees, Senior Volunteers, Development Board
- HNWI and major funders
- Fundraising & Supporters Teams
- Key stakeholders across the CPRE network



### **Main areas of responsibility - the day-to-day work**

- To develop and deliver the Centenary Campaign in line with key milestones, deliverables and evaluation points.
- To coordinate and drive activity throughout CPRE including the network, to ensure all targets and deadlines in the plan are met.
- To work in partnership with colleagues in Fundraising, particularly P&P, and Communications
- To report progress on a regular basis and identify any threats to meeting targets, deliverables and/or deadlines and responding with contingency actions.
- To continually engage with external funders & key stakeholders to inspire confidence and grow impact

### **Selection criteria – what you need to do the job**

- Project management gained through personally working on and leading complex and strategically significant, multi-stakeholder projects.
- Excellent time management and effective prioritisation in both own working and more widely across the delivery team to enable effective prioritisation
- Excellent decision making, problem solving, adaptability and flexibility, undertaking project management and leadership in ways that ensures progress (decision making), apply contingency planning and actions as necessary (problem solving) and be able to flex a plan, schedule and targets in response to changing circumstances (adaptability and flexibility).
- Excellent verbal and written communication and evidence of being an excellent team player, with strong attention to detail.
- The ability to work autonomously to prioritise and deliver multiple tasks/outputs.
- Significant experience of working in creating and delivering high profile events & supporting high value relationships.
- A personal drive, energy and motivation that ensures all individuals who are critical to delivering project goals and tasks are mobilised, monitored and encouraged to make the required progress.
- An exceptional relationship builder and networker both internally and externally
- Ability to share expertise and learn from others
- Ability to proactively look for ways to engage and work with others
- A proven ability to build understanding and to be understood, including clear and concise reporting and action planning – and, the ability to communicate ideas, concepts and a vision in a way that mobilises people to actively support the delivery of the project.

Occasional evening and/or weekend work will require some flexibility in working hours from time to time