



Job Title: Integrated Campaign Lead

Location: Remote with occasional UK travel

Reporting To: Head of Fundraising & Engagement

Hours: 35 hours per week (occasional evening or weekend work may be required)

Salary: £44,000 – £48,000 per annum

Help us grow the support behind those who have served

At the Veterans' Foundation, we believe that those who have served should never be left behind.

Over the past ten years, we have raised more than £34 million and funded hundreds of organisations across the UK, supporting veterans, serving personnel and their families with the challenges they face — from mental health and housing to community and connection.

As we move into our second decade, we are strengthening how we fundraise — building a more integrated, data-led approach that improves performance, deepens supporter relationships and delivers sustainable income.

This role is central to that work.

About the Role

As Integrated Campaign Lead, you will lead the planning and delivery of integrated fundraising campaigns with clear responsibility for performance, income and return on investment. You will bring together activity across digital and offline channels, ensuring campaigns are well planned, effectively delivered and continuously optimised.

Alongside delivery, you will play a key role in establishing more consistent and disciplined approaches to campaign planning, performance management and use of data across the organisation.

This is a role for someone who is confident taking ownership, making decisions, and driving measurable results.

What you'll do

- Lead the development and delivery of integrated fundraising campaigns across digital and offline channels
- Take ownership of campaign performance, using data and insight to drive continuous improvement
- Manage campaign budgets and contribute to income forecasting and investment decisions



- Coordinate delivery across teams and external agencies, ensuring quality execution and continuous performance improvement
- Monitor, evaluate and report on performance, providing clear recommendations to senior stakeholders
- Contribute to the development of more structured, data-led campaign planning and optimisation

What we're looking for

We are looking for an experienced campaign professional with a strong track record of delivering measurable results.

You will be comfortable taking ownership of performance and working across multiple channels and stakeholders to deliver outcomes.

This role is suited to candidates who have already led campaigns end-to-end with full responsibility for performance and budget.

You will have:

- Proven experience leading integrated fundraising or marketing campaigns with responsibility for budgets and performance outcomes
- A demonstrable track record of improving campaign response, income or return on investment
- Strong analytical capability and confidence using data to inform decisions
- Experience working across digital and offline channels, including direct marketing
- Experience coordinating delivery across teams or external partners
- The ability to operate effectively in a fast-moving organisation and manage competing priorities

Why join us

This is an opportunity to play a central role in shaping how a growing charity delivers its fundraising in the next phase of its development.

You will take ownership of campaign performance while helping to build a more effective, integrated and insight-led approach — directly contributing to support for veterans and their communities across the UK.

To Apply

Please send your CV and a short supporting statement outlining a campaign you have led, including the outcomes achieved and how performance was improved.

The closing date for applications is 5.00pm on 19th May 2026.



We will review applications as they are received and reserve the right to close this vacancy early if a suitable candidate is identified.