ENGAGEMENT MANAGER
JOB DESCRIPTION – APRIL 2026

Job title:	Engagement Manager
Location:	Glasgow, with the potential for hybrid working
Reports to:	CEO
Salary:	£42,000 pa
Contract type:	Pilot role - fixed term for 12 months
Hours:	Full time - 35 hours per week

JOB PURPOSE

- The Engagement Manager is responsible for developing and implementing a 12-month pilot to accelerate delivery of IFP's strategic objectives to diversify income and strengthen impact-led positioning, ensuring we deliver our strategic objectives and deliver our KPIs
- This role will drive transition towards a multi-market, multi-service organisation operating across the UK public sector, third sector and private/philanthropic markets
- The postholder will combine strategic business development, relationship building and brand leadership to:
    - secure new and diversified revenue streams
    - strengthen IFP's commercial proposition
    - position IFP as an impact-led, evidence-driven leader in fund management and advisory services
- This is a delivery-focused, externally facing role with measurable income and positioning objectives, as set out in our Strategy 2026-9
- This role will work closely with and collaborate with IFP's Head of Operations and Development

KEY RESPONSIBILITIES

1. Income diversification and market expansion across the UK: lead proactive expansion into new markets (Strategy 2026-9, Objective 2)

Fund management:

- Generate, nurture, convert and retain new UK fund management clients across:
    - public sector
    - third sector
    - private sector, philanthropists, trusts and foundations
- Build a balanced and diversified client pipeline
- Build and maintain relationships to support long-term retention and develop multi-year revenue opportunities

- Support with procurement frameworks and tender portals
- Lead high-quality tender submissions, as appropriate
- Build partnerships where strategically advantageous

Consultancy and advisory services:
- In line with our income forecasting, expand consultancy and advisory income aligned to IFP's core expertise
- Develop new service packaging and pricing models
- Secure cross-sector clients and repeat business

2. Commercial proposition and brand positioning: strengthen how IFP articulates its offer and its value (Strategy 2026-9, Objective 2)
- Refine and clearly articulate IFP's commercial proposition
- Develop market-specific messaging
- Position IFP as an impact-led fund management and advisory partner
- Build visibility within the UK funding and consultancy ecosystem
- Strengthen competitive positioning rooted in relationships, expertise and evidence
- Ensure consistency between business development communications and organisation communications

3. Impact-led communications and storytelling: lead marketing and communications activity (Strategy 2026-9, Objective 3)
- Manage communications activity and growth
- Develop case studies and impact stories that demonstrate social, environmental and economic change
- Translate data and evaluation findings into compelling external narratives
- Commission external expertise (eg. design) as required and affordable

4. Relationship building and influence

Support the CEO and Head of Operations and Development in particular, to:
- build collaborative relationships with public and private clients, partners and adjacent organisations
- strengthen networks across the UK funding and consultancy ecosystem
- identify opportunities for strategic partnerships
- support positioning as a trusted, impact-led sector leader

5. Pilot evaluation
- Agree income and diversification targets at outset, as per our Strategy 2026-9
- Maintain a live pipeline trackers, reporting regularly to CEO and SLT against strategic KPIs
- Quarterly reporting to Business Development Committee, attendance at Business Development Committee meetings and Board meetings

- Provide 6-month and 12-month evaluation of pilot impact and ROI
- Make recommendations regarding future structure and resourcing

6. General

- Ensure all activities are conducted in accordance with the Organisation's policies, including but not limited to Health & Safety, Equal Opportunities, and Confidentiality
- Conduct all activities with confidentiality and in accordance with the requirements of Data Protection Legislation
- Undertake any other duties as required, that are within the competence of the post holder and conducive to the effective delivery of the role
- Undertake and attend any training deemed necessary under the above general conditions

Please be advised that this list is not meant to be exhaustive and may be added to or amended as and when deemed necessary.

PERSON SPECIFICATION

Essential

- Proven track record in income generation and business development
- Experience securing UK wide public sector contracts
- Experience working across third sector and/or philanthropic markets
- Strong commercial acumen and proposal-writing capability
- Experience leading and managing marketing and communications
- Ability to translate impact data into persuasive narratives
- Strong relationship-building and influencing skills
- Comfortable working independently in a pilot context

Desirable

- Experience in fund management
- Understanding of UK public procurement processes
- Knowledge of evaluation frameworks and impact reporting
- Existing networks across funding, philanthropy or advisory markets
- Experience in digital or technology-enabled service development