



3PILLARS PROJECT  
RECRUITMENT



SUMMER 2025



# OUR PURPOSE

At 3Pillars Project, we enable people in the criminal justice system to find hope, opportunity, and community.

## OUR MISSION

We are on a mission to develop the most effective sports-based mentoring programme for individuals in custody and post-release.

Through the power of sport, particularly rugby, we empower people to thrive beyond prison by building resilience, self-discipline, and a sense of belonging. We believe that everyone deserves the chance to rebuild their lives, and we are dedicated to providing the tools, support, and encouragement to do this.

## HOW WE WORK

3Pillars Project provides sports-based mentoring through our GAMEPLAN programme to inspire, challenge and empower young men within the criminal justice system. They start their journey with us whilst in prison and through our Rugby Academy they become part of a team, boosting their physical, mental and emotional health on and off the playing field. We work with every young man as an individual, to their time frame, whether this is for months or years.

Participants can progress on to our Fit For the Future Academy to help them resettle into the community post release. Through mentoring and helping them to gain qualifications, training and employment opportunities, our apprentices are able to build a better future whilst in prison and beyond. Many of our programme graduates join our Leadership Community to give back at the end of the programme.



### OUR 5 YEAR STRATEGY

was released at the end of 2024. Here are our 3 core goals

#### GOAL 1

##### **Grow the programme**

Expand GAMEPLAN in the Midlands, London and beyond.



#### GOAL 2

##### **Grow the impact**

Ensure sustainable, high-quality, high-impact delivery, showcasing best practices in both delivery and monitoring & evaluation



#### GOAL 3

##### **Build sustainability**

Ensure sustainability and financial resilience through proper resourcing, diverse funding, and a clear delivery plan.

Talk about what we do to share best practice and reinforce our lifechanging impact in the sector.



## Fundraising and Comms Lead

**Location:** London or Nottingham

**Application deadline:** 12pm Friday 18 July 2025

### Introduction

3Pillars Project is seeking a highly motivated and experienced Fundraising and Communications Lead to join our expanding team. This pivotal role will be instrumental in driving the financial growth of the organisation and enhancing our public profile. You will lead on developing and implementing comprehensive fundraising and communications strategies, securing vital income to support our transformative sport-based mentoring programmes for young men in the criminal justice system. If you are a strategic thinker with a proven track record in fundraising and communications, passionate about making a tangible difference, and adept at building relationships, we encourage you to apply.

### Background

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**Our mission** We are on a mission to develop the most effective sports-based mentoring programme for individuals in custody and post-release.

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### Our Values

- **Each of us are unique;** Each person we meet has lived a different life and has a different set of opportunities before them.
- **Respect;** We have to respect everyone we meet for them to respect us.
- **Courage;** Changing our lives means taking a risk which requires courage.
- **Determination;** Making change stick is hard work and takes determination.
- **Truth;** Only I can change my life. No one else can do it for me and I can't do it for them.

## The Position

As the Fundraising and Communications Lead, you will be responsible for developing and executing a robust fundraising strategy to achieve our ambitious income target of £750,000 next year. You will also lead the creation and implementation of a comprehensive communications strategy to raise awareness of 3Pillars Project's mission and impact. Reporting directly to the Head of Development, you will play a crucial role in the organisation's growth and sustainability.

## Primary Responsibilities and Duties:

- Build upon, develop and implement a comprehensive fundraising strategy to achieve an income target of £750,000 in the first year and approx 20% increase annually In conjunction with the CEO and COO
- Identify, research, and cultivate a diverse pipeline of prospective high-value supporters, including corporate partners, major donors, and grant-making trusts and foundations.
- Lead on the planning, writing, and submission of compelling fundraising proposals and applications.
- Cultivate and steward relationships with existing funders and partners, ensuring they feel engaged, valued, and informed of progress and key milestones. This includes maintaining ongoing contact and demonstrating the impact of their support.
- Develop and execute a comprehensive communications strategy to enhance the profile and brand of 3Pillars Project, including content creation and dissemination.
- Manage all external communications, including press releases, newsletters, social media content, and website updates, ensuring consistent messaging and brand adherence.
- Produce engaging marketing collateral and project literature, such as the "Pillar to Post" magazine for apprentices.
- Plan and execute fundraising and stewardship events, including devising new event ideas, sales strategies, acquisition of auction prizes, sponsorship, and comprehensive post-event stewardship.
- Work collaboratively with corporate partners to identify and facilitate employability options, work experience, and insight days for our apprentices directly.
- Collaborate with the Programme Leads to gather impactful case studies and success stories for use in fundraising and communications materials.

# 3Pillars Project

THE WILL TO SUCCEED

- Analyse and write monitoring and evaluation reports for funders and wider advocacy efforts.
- Contribute to programme design, monitoring, evaluation, and risk management from a fundraising and communications perspective.
- Represent the charity at fundraising, networking, and other relevant events.
- To maintain and develop a dynamic fundraising CRM (using [Monday.com](https://www.monday.com))
- Research, track, and apply for relevant sector awards and recognition opportunities to elevate the charity's profile and credibility.

## **Secondary Responsibilities and Duties:**

- Provide strategic counsel to the CEO and trustees on fundraising and communications initiatives.
- Identify and develop business development opportunities and commercial partnerships that align with the charity's mission.
- Support the recruitment and onboarding of new fundraising and communications volunteers or staff where applicable.
- Participate in relevant training and professional development opportunities.
- Attend occasional on-site delivery days to gain first-hand insight into our programmes and maintain a grounded, up-to-date understanding of our impact and approach.
- Support the company's core values and principles.

## **Qualities and Attitude:**

- Thrive in a dynamic, fast-paced environment, and demonstrate flexibility to work across various areas of the charity.
- Exhibit strong project management skills, driving initiatives forward effectively while working collaboratively within a team.
- Maintain a positive, proactive approach to challenges, demonstrating resilience and problem-solving skills.
- Welcome feedback as a tool for growth, and be committed to ongoing learning and development.

- Embody and uphold 3Pillars Project values at all times, serving as an excellent role model for the men we work with.
- Be energised by innovation and change, adapting to the evolving needs of the organisation.
- Communicate clearly and effectively with colleagues across the team and external stakeholders.
- Self-reliant, good problem solver, and results-oriented.
- Entrepreneurial team player who can multitask.
- An eagerness to learn, develop, and grow.

**Qualifications and Skills:**

**Essential:**

- Demonstrated experience in fundraising and communications, with a minimum of 3 years' proven track record in developing relationships and securing income.
- Proven experience in developing and executing comprehensive fundraising and communications strategies, including implementation of ideas.
- Experience in identifying and presenting new prospect opportunities, including the creation of standout and engaging presentations/proposals.
- Ability to show tangible results regarding revenue growth.
- Proficiency in using CRM systems for fundraising and donor management.
- Excellent verbal and written communication skills, with a high standard of written and analytical abilities.
- Strong organisational and logistical skills, with the ability to plan and execute activities effectively.
- Capacity to work collaboratively as part of a multidisciplinary team, while also being able to work independently and take initiative.
- Passion for supporting young people and people facing adversity, and a genuine commitment to the mission of 3Pillars Project.
- Ability to build and support long-term relationships that provide sustainable outcomes.
- Proficiency in IT systems, including MS Excel, MS Word, Canva, and secure cloud storage platforms.
- Ability to pass relevant background checks, including Enhanced DBS and prison service clearance.

**Desirable:**

- Degree or equivalent qualification in a relevant field (e.g., Marketing, Communications, Business, Fundraising).
- Previous experience in network building, liaising with government and political departments.
- Experience of generating funds and conducting research and programme monitoring & evaluation.
- Understanding of mental health issues and trauma-informed approaches to working with vulnerable populations.
- Familiarity with safeguarding principles and protocols, including relevant training or certification.

**Terms and Conditions:**

**Wage:** £39,000 (up to £44,000 with London weighting if applicable)

**Hours:** 37.5 per week

**Contract:** Permanent (6-month probation)

**Location:** London or Nottingham (weekly travel to London, if outside London)

**Culture & Benefits:** Birthday Off, Ongoing professional development opportunities, Pension scheme, Progression pathways, 25 days Holiday plus Bank Holidays. Start Date: Flexible for the right candidate

*We actively support the recruitment of and employ people who have been in custody. We will not discriminate on the basis of a criminal record, but given the nature of our work, applicants must be able to work with children, demonstrated by an Enhanced DBS check. Applicants should also be able to gain prison service clearance in order to enter prisons. This may be delayed if the applicant has served a custodial or suspended sentence.*

This is not an exhaustive list of all duties and will be subject to ongoing review.

**HOW TO APPLY**

*To apply, please submit your Curriculum Vitae and a Covering Letter (no more than 2 pages) to [gen@3pillarsproject.com](mailto:gen@3pillarsproject.com). In your covering letter, please address the following:*

- *Why you are interested in working for 3Pillars*
- *Choose 3 of the responsibilities which you have most experience in and describe that experience.*

- *Choose 1 responsibility which you have least experience in and describe how you would tackle it.*
- *Describe how your qualities and attitudes reflect those on the specification.*

*Please specify where you saw the role advertised.*