



DeafblindUK

Director of Income Generation

January 2026



Welcome

Thank you so much for your interest in joining Deafblind UK.

We are a charity driven by people and grounded in the belief that everyone, regardless of their level of sight and hearing, deserves the chance to live the life they choose. Every day, we hear from people who are navigating the world with combined sight and hearing loss. People who are determined, resourceful, and resilient, but who often face barriers that most of us simply never have to consider. We are here to help remove those barriers and to provide the support, connection, and confidence that everyone deserves.

Right now, we are at an important moment in our development. More people than ever are turning to us for help, and the kinds of support they need are growing in complexity. We are expanding our services, building new partnerships, and investing in new areas of expertise such as mental health, technology, research, and education and strengthening our community-based work. Exciting developments that speak to a charity that is ambitious not for itself, but for the people we exist to serve.

However, growth brings new challenges. As demand increases, so does the need for sustainable, diverse, and resilient income. We want to do more, reach more people, and innovate further. Something only possible with strong financial foundations. That is why this role is so important and such a significant appointment for us.

Our Director of Income Generation will help shape the future of Deafblind UK. Leading and expanding all our income-generating activities, from fundraising and retail to leveraging commercial opportunities, while maintaining oversight of other departmental activities as the need arises. You will bring a strategic vision for sustainable growth and the ability to turn that vision into reality.

If you are genuinely excited by the opportunity to help lead a charity growing in scale and ambition, we would be delighted to hear from you.

Nikki Morris
Chief Executive

About Us

Deafblind UK is a national charity supporting people living with combined sight and hearing loss to live confident, independent, and fulfilling lives. For almost 100 years, we have championed the rights, needs, and aspirations of people with deafblindness, ensuring that no one is left to navigate the world alone. Today, we work across the UK providing specialist services, life-changing support, community connection, and expert guidance to thousands of people every year.

Our History

Our story began in 1928, when a small group of people with deafblindness came together to support one another and to campaign for better recognition and rights. At a time when deafblindness was barely understood, they laid the foundations for what would become one of the UK's leading charities for people with sensory loss. Over the decades, Deafblind UK evolved from a volunteer-led movement into a national organisation offering specialist community services, accessible housing, education, and advocacy.

Our early work focused on peer support and campaigning, ensuring that deafblind people had access to the help they needed to live independently. As awareness grew, so did our services. We launched befriending programmes, community groups, and emotional support, along with practical guidance for people adjusting to sight and hearing loss. We expanded into supported housing, helping people to live safely and confidently in places they could call home. And we began to offer training and advice to professionals, families, employers, and national organisations who needed to understand how to better support people with dual sensory loss.

Over time, Deafblind UK has continued to innovate. We have embraced digital technologies, partnered with universities to advance research, and worked alongside health and social care systems to embed specialist knowledge where it is most needed. But at our core, we have remained true to the original vision of our founders: a community where people with deafblindness are connected, empowered, and never isolated



Our Mission

Our mission is simple but powerful: to empower people living with combined sight and hearing loss to live full, independent lives. We believe that deafblindness should never prevent anyone from living life the way they choose. Whether someone needs emotional support, practical advice, specialist guidance, or simply someone to talk to who understands, we are here to help.

Our Vision

Our vision is a society where people with sight and hearing loss are valued, included, and able to participate in their communities without barriers. A society where every person receives the understanding, respect, and support they need and where no one faces deafblindness alone.

We are working towards a future in which deafblindness is recognised, understood, and addressed with compassion and expertise across health, education, employment, and social care.



What We Do

Every year, Deafblind UK supports thousands of people across the UK through a broad and growing range of services. These include:

- Emotional Support: Specialist one-to-one support for people adjusting to sensory loss, including mental health services delivered by trained professionals.
- Information, Advice & Casework: Practical help with benefits, housing, assistive technology, equipment, and navigating health or social care.
- Community, Befriending & Social Groups: In-person and virtual activities that combat loneliness and help people build meaningful connections.
- Technology Support: Guidance on accessible devices, apps, communication aids, and everyday tech that helps people stay connected.
- Education, Training & Skills: Workshops, resources, and training programmes that build confidence, knowledge, and independence.
- Supported Housing: Safe, accessible homes with specialist support for people with more complex needs.
- Campaigning & Voice: Working nationally to raise awareness, influence policy, and promote the rights of people with dual sensory loss.
- Research & Innovation: Partnerships with universities and global organisations to advance understanding of deafblindness and develop new approaches to support.

Everything we do is shaped by lived experience. Our work is built alongside the people we support, ensuring that our members' voices and priorities guide our services and strategy.

Our Strategy

We have entered a period of ambitious growth. The number of people living with deafblindness is rising rapidly, now estimated at over 450,000 across the UK, with their needs becoming ever more complex.

Our 2025–2030 strategy specifically focuses on meeting this growing demand with compassion, expertise, and innovation, with the ambition to:

Expand & Strengthen Our Services

We will broaden our national reach through enhanced mental health support, specialist casework, community-based programmes, and digital tools that make our services accessible to more people, wherever they live.

Grow Our Expertise & National Leadership

We will continue to develop as a recognised centre of excellence in deafblindness, investing in research, training professionals across sectors, and strengthening our partnerships with universities, technology companies, and global networks.

Innovate Through Technology

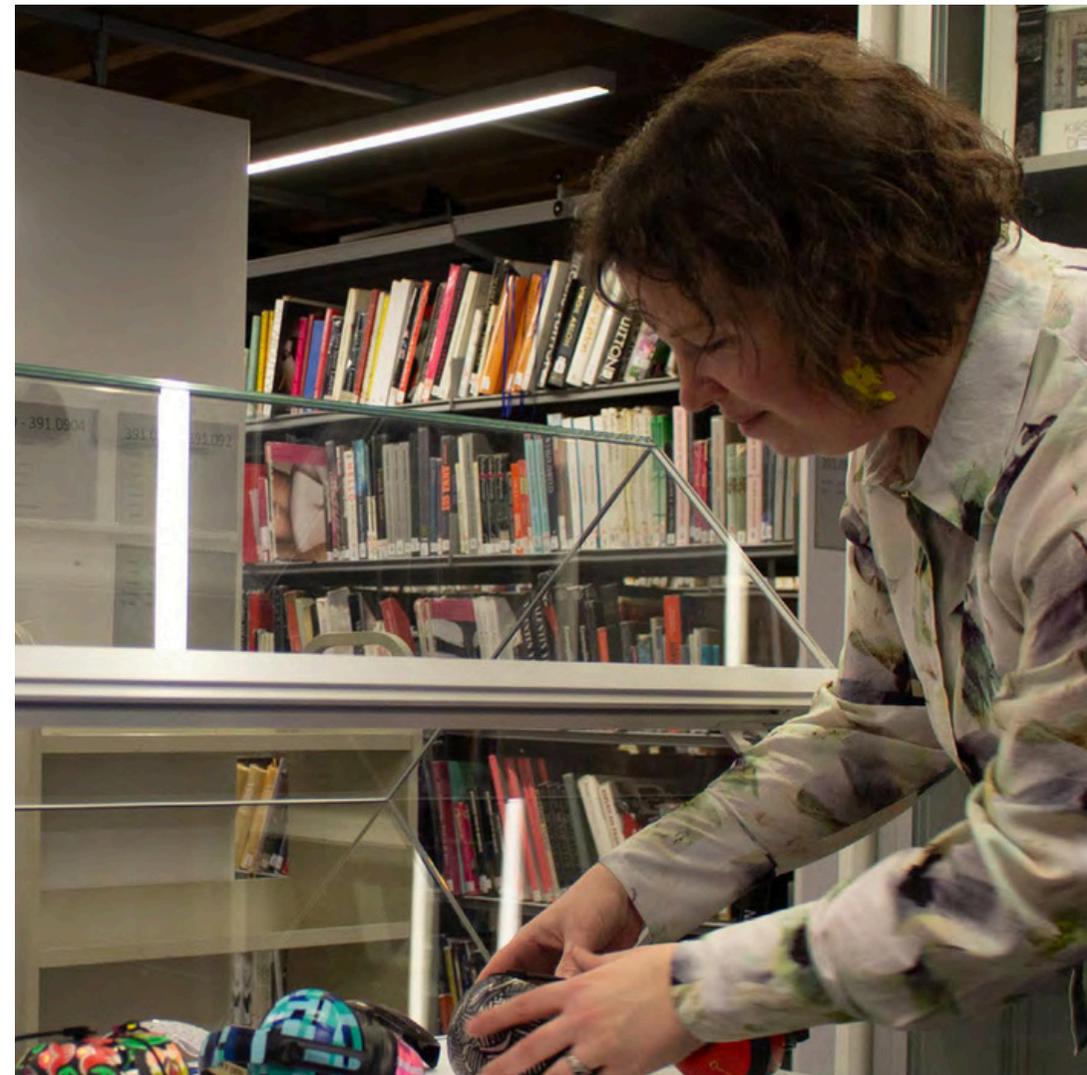
Technology is transforming the lives of people with sensory loss. We will expand our digital services, enhance our online support platform, and lead national conversations about accessible tech, communication, and independence.

Build Stronger Communities

We will create more opportunities for people to connect with others, tackling loneliness and isolation through community groups, befriending services, peer support, and member-led networks.

Ensure Long-Term Sustainability

To grow our impact, we must grow our income. We are investing in our fundraising, retail, and commercial partnerships to diversify and strengthen our financial foundations; with our new Director of Income Generation being instrumental in making this happen.





Financial Strength

Deafblind UK's financial position has strengthened steadily over the past five years, supported by consistent income growth and prudent financial management. In 2025/26, the charity is expected to achieve further growth, generating income of more than £4 million, reflecting our expanding service reach and diversified funding base.

We have also maintained a disciplined approach to reserves, with a stated position that deliberately avoids building or holding significant free reserves, in favour of ensuring our funds are actively directed toward service delivery and impact. This combination of stable multi-year income, expanding donor and retail activity, and carefully managed reserves underpins Deafblind UK's resilience and ability to plan confidently for future growth.

Looking Ahead

Deafblind UK is proud of its history, but we are even more excited about the future. We are a charity rooted in compassion and human connection, but we are also forward-looking, embracing innovation, research, and bold ideas that challenge what is possible.

We are building a future where people with sight and hearing loss not only feel supported but feel hopeful. A future shaped by people with lived experience, strengthened by partnership, and powered by a shared belief that everyone deserves to live life without limits.

We very much hope you will be inspired to join us on this journey.

Director of Income Generation

Reporting to: **Chief Executive Officer**

Salary: **£67,500 pa.**

Benefits: **Pension, Holiday Allowance, Westfield Health & Professional Development Support**

Contract Type: **Full-time, permanent**

Location: Remote, with travel across England, Wales & Northern Ireland and to our offices in London and Peterborough.

Direct Reports: Head of Grant/Foundation Income, Fundraising Manager, Retail Area Manager.

Internal Relationships: CEO, Senior Leadership Team, Trustees, Operational Teams

External Relationships: Donors, major donors, corporate partners, trusts, funders, retail partners, sector networks

Purpose

A key member of Deafblind UK's senior leadership team. This is a role that shapes the future of the Deafblind UK, ensuring we have the resources, relationships, and long-term sustainability needed to support more people living with combined sight and hearing loss.

You will lead on all aspects of our income generation, from fundraising and retail to trading and new commercial opportunities. Bring ambition, creativity, and insight to help us grow sustainable funding streams, strengthen supporter and partner engagement, and diversify our income in line with our strategy.

Above all, you will play a leading role in ensuring that more people with deafblindness can live full, independent lives.





Responsibilities

Income Generation

- Lead, shape, and deliver a bold multi-channel fundraising strategy spanning individual giving, major donors, legacies, corporate partnerships, trusts and foundations, and events.
- Build, implement and grow our national retail strategy, ensuring the retail estate is profitable, vibrant, and aligned to our Retail Growth Strategy.
- Work closely with the Director of Operations to maximise statutory income opportunities and expand personal payment income.
- Drive innovation across our Trading Arm, exploring new commercial and social enterprise income opportunities that reflect Deafblind UK's values.
- Inspire, lead, and motivate fundraising and retail teams to achieve ambitious income targets while maintaining excellence in delivery and responsible management of budgets.
- Oversee robust monitoring, reporting, and performance evaluation, using data and insight to refine campaigns and improve results.
- Ensure all fundraising, retail, and trading activity complies fully with legislation, regulations, and sector best practice.

You may also be asked to undertake additional duties and assume responsibility for other functional areas, moving forward which are commensurate with the role.

Leadership & Strategy

- Play an active and influential role as a member of the Senior Leadership Team, contributing to organisational strategy, planning, and decision-making.
- Provide expert insight and strategic advice on current and future income generation opportunities.
- Align all income generation activity with Deafblind UK's strategic objectives and operational plans.
- Build, nurture, and lead a high-performing income generation team, embedding a culture of innovation, continuous improvement, and data-driven decision-making.

Stakeholder Engagement

- Strengthen and deepen relationships with current and prospective donors, including major donors, corporate partners, trusts and foundations, and sponsors.
- Represent Deafblind UK externally, acting as a compelling spokesperson and ambassador for the charity.
- Work collaboratively across the charity to deliver integrated campaigns, fundraising initiatives, and partnerships.
- Build partnerships with sector, network, and commercial organisations to advance Deafblind UK's mission and reach.



Person Specification

Experience & Skills

- Demonstrable experience in income generation, fundraising, or retail within the charity or not-for-profit sector, with the ability to operate confidently at a senior strategic level.
- Successful track record of developing high-value partnerships with corporates, major donors, and trusts and foundations.
- Strong leadership skills, with experience managing, motivating, and developing high-performing teams.
- Excellent interpersonal and influencing abilities, able to build effective relationships at all levels.
- A strategic thinker with strong analytical, commercial, and financial acumen.
- A clear commitment to Deafblind UK's mission, values, accessibility standards, and inclusive approach.

Desirable

- Knowledge of deafblindness, sensory loss, or the wider disability/health/social care landscape.
- Experience managing multi-site retail operations or national fundraising campaigns.
- Understanding of charity governance, legal frameworks, regulation, and risk management.

Key Performance Indicators

- Achievement of annual income targets across all income streams.
- Growth of sustainable, diversified funding sources.
- High levels of donor, partner, and supporter satisfaction.
- Strong team performance and evidence of staff development.
- Effective financial management, forecasting, and reporting.



Application

If you would welcome the opportunity to apply, and become our first Director of Income Generation, please forward:

- A CV outlining your experience, achievements, and academic and professional qualifications.
- A supporting statement (maximum 2 x A4 pages) demonstrating your motivation, skills, and experience relevant to the role, how you would hope to add value in the role and any other relevant information.

Your application should be sent to our advising consultant, Philip Nelson, via email to philip.nelson@thehiringdept.com.

Please also let us know if you need any special provisions should you be called forward for an interview.

The appointment will be subject to the receipt of satisfactory references and enhanced DBS vetting.

Timetable

Closing Date: Monday 16th February

Preliminary Interviews: Tuesday 24th & Wednesday 25th February

Final Panel Interviews: Thursday, 19th March

Queries

For an informal and confidential discussion, to ask a question on any aspect of the recruitment process, or for additional information, please get in touch with our advising consultant, Philip Nelson, on 020 3590 9978 or via email at philip.nelson@thehiringdept.com



THE
HIRING
DEPT.

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