

THINK Recruitment



Candidate Pack: Community Fundraiser

Location: North London

Salary: £25,600-28,444 per annum (additional £3,500 LLW for North London role)

Closing date: Sunday 29th September





Welcome from Jayne Waterhouse, Head of Community Fundraising UK at Marie Curie

Thanks for your interest in this role and working for Marie Curie.

Marie Curie is the UK's leading end of life charity. We provide expert hospice care, support over the phone, and we push for a better end of life for all by campaigning and sharing research to change the system.

We know that everyone deserves the right support at the end of life, whether you have months, weeks or days left to live, we're here for anyone who needs us.

At Marie Curie we have always been incredibly proud of our Community Fundraising team and we believe that there has never been a more important time to engage with communities across the UK. You may see other roles being recruited for at the moment, some are due to natural turnover and internal movement.

It is an incredibly exciting time to join the team. We have a lot ambition and need the right people to join us who can help us realise that ambition - for everyone who needs us at the most difficult time in their lives.

Our Community Fundraisers are the face of Marie Curie in their local communities, building relationships and networks with a wide and varied range of supporters. From local businesses to local Fundraising groups and everyone in between.

As a community fundraiser you will have the opportunity to work across your own fundraising patch, however you will be part of a larger regional team, so you will always be fully supported. The role offers great variety, no 2 days are the same. If you relish the opportunity to meets lots of people, if you are passionate about your local community and how you can support people to raise money and reach their fundraising targets, then this is definitely the role for you.

Thank you for your interest, I hope you apply!

Jayne



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The role: Community Fundraiser

At Marie Curie we understand that everyone will be affected by dying, death and bereavement and deserves the best possible experience, reflecting what's most important to them. As the leading end of life charity, it is our ambition to make this happen. To help achieve this, we are seeking to recruit Community Fundraisers to join our dynamic regional fundraising team and be a crucial part of shaping the future of fundraising across the nation.

Reporting to the Head of Deputy Head of Region and working closely with some of the most talented fundraising people in the charity sector, your role will be to provide support and guidance to people who fundraise and volunteer for Marie Curie across our regions, helping them achieve their ambitions and ultimately raise vital funds for Marie Curie.

The role of a Community Fundraiser is incredibly varied. You will be supporting people raising money through third party (externally organised) events, supporting people to raise money through national events at a local level such as The Great Daffodil Appeal. You will be recruiting and supporting fundraising groups and volunteers, engaging small businesses and corporate supporters, and individuals doing their own fundraising activities and challenges.

You'll get to see the full spectrum of what our fundraisers do for us, and build amazing relationships with incredible people. A Community Fundraiser also has an incredible halo effect. You might be the Marie Curie representative that supports someone who goes on to champion for Marie Curie to become their workplaces Charity of the Year, or sow that seed for them to remember Marie Curie in their will. You can never underestimate the positive ripple effect of a Community Fundraiser!

This role might be for you if you enjoy:

- Delivering amazing supporter experiences / customer service
- Talking to people via email, face to face and the phone
- Supporting people to meet their ambitions and achieve more than they realised they could
- Multi-tasking, problem solving and thinking on your feet
- Building working relationships with a wide variety of individuals
- Supporting others as a team player and thinking differently about where you can support your teammates and colleagues across the charity



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The role: Community Fundraiser



I enjoy my role at Marie Curie as no two days are the same, there is a great variety of work. You meet a diverse group of people from all walks of life that want to support Marie Curie and stewarding them through their fundraising journeys is very rewarding. You also get to work with different departments within the organisation and opportunities to learn and develop your skills. And the best part is working on Marie Curie's flagship 'Great Daffodil Appeal' in March, when the entire organisation comes together for our biggest opportunity to promote and raise funds for Marie Curie.

Riona Houghton - Community Fundraiser

Calm

Empathetic

Enthusiastic

Engaging

Honest

Ambitious

Happy to be out and about

Friendly

Can do attitude!

Active listener

Organised

Entrepreneurial

Kind

Self motivated

Respectful

Collaborative

Compassionate



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The role: Community Fundraiser

What does a typical week in the life of a Community Fundraiser look like?

The Community Fundraiser role has varied activities occurring across the calendar year, you really need to see a full year to understand the role! Some days you will be cheering our supporters on at a local third party event, or supporting the organisation of a key Marie Curie event.

Other days you will be supporting workplace champions to make the most of fundraising activities at their place of work, or saying thank you and accepting a big cheque!

Community Fundraisers get to meet the very best of people, and support and encourage them to meet and exceed their fundraising ambitions.

- Supporting our existing fundraising groups with their fundraising needs, providing ideas and fundraising guidance
- Supporting our national corporate partners in local areas
- Meeting supporters out and about who have chosen to fundraise for Marie Curie
- Thank our supporters in creative and tailored ways
- Deliver our national fundraising campaigns on a local level, such as our Great Daffodil Appeal
- Meeting our service teams to better understand their work
- Recruit new fundraising volunteers



The Community Fundraiser role is one where you just don't know what happens one week to the next as you never know who will choose to support Marie Curie in your community!

The role would suit someone who can be flexible and react in a calm, measured manner to whatever the day brings, who is excited by potential and is ambitious, and who can deliver a high standard of customer service (supporter stewardship) to everyone they meet.

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The role: Community Fundraiser

What might be challenging?

For candidates interested in the role who haven't worked in a hospice setting, or alongside people experiencing grief, the emotive nature of the role may be challenging. The Community Fundraiser roles are hybrid or remote based, but all roles will involve speaking to people impacted by the loss of a loved one, and at different stages of the grief process.

Some supporters may be in the immediate aftermath of their loss, for others it may have been some time ago - but every situation must be handled with respect and empathy.

To support employees we have Hospice bereavement teams, as well as a Marie Curie bereavement network support group. All employees have access to our Employee Assistance Programme.

Areas of potential

There are events and projects this role can get stuck into and may hold responsibility for.

Across the whole team there is of course the annual Great Daffodil Appeal, Marie Curie's flagship campaign. The responsibility to organise the Great Daffodil Appeal collections at a local level falls to the regions Community Fundraisers.



"Being a community fundraiser for Marie Curie is a deeply rewarding experience. It involves building connections with people and organisations in the local community to support an incredible charity that provides essential care and support to people at the end of their lives. Through supporting local events, engaging with supporters, and raising vital funds, you help ensure that Marie Curie can continue offering that compassionate care to patients and their families. Being part of something that brings such comfort and peace to people at the end of their lives truly is heartwarming."

Kelly Knighting-Wykes

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Job Description: Community Fundraiser

Job purpose

To build and develop fundraising relationships in the community, by providing excellent stewardship and support to our Fundraising Groups and volunteers, in order to increase income and deliver the agreed Community Fundraising strategy.

Key Responsibilities:

Maintain and develop the Fundraising Group and Volunteer network

- Provide excellent stewardship and on-going support and motivation to a network of fundraising groups
- Identify, research and form new fundraising groups in the community by organising community days and meeting potential volunteers face to face
- Create and deliver an annual volunteer recruitment plan to grow numbers of volunteers in dedicated roles
- Induct, train and manage volunteers
- Maintain and develop relationships with Marie Curie Patrons and ensure appropriate support for key initiatives

Build and maintain strong fundraising relationships

- Provide excellent stewardship to Marie Curie community supporters
- Be proactive in building relationships and growing your network of individual, group and corporate supporters
- Follow up prospects identified by the Hot Prospect Action List
- Represent the charity confidently in a range of formal and informal settings
- Support high value event participants to achieve their targets
- Provide excellent supporter service to enquirers from members of the public, via phone, mail and in person, and encourage their support
- Provide fundraising support to local branches of companies supporting Marie Curie at a regional or national level
- Build relationships with Marie Curie's Retail staff and volunteers and support their initiatives
- Build relationships with other Fundraising teams based in the region to understand and contribute to their work where appropriate.
- Build relationships with the local media including press, radio and digital, to gain coverage for Marie Curie



Job Description: Community Fundraiser

Key Responsibilities continued:

- Proactively use the fundraising database to develop and manage supporter relations
- Work with Marie Curie staff e.g. Nursing service staff, hospice staff and Marie Curie shop managers, to increase awareness of and support for Marie Curie activities.
- Maintain a good, up to date working knowledge of local service provision

Promote and organise MC key campaigns at a local level

- Manage the Great Daffodil Appeal collections at a local level
- Manage all public collections and the collection tin campaign at a local level
- Manage the agreed community fundraising element of Marie Curie's large, national campaigns such as Blooming Great Tea Party and Swimathon
- Use the full Marie Curie portfolio to offer supporters the most appropriate way to get involved
- Promote the gifts in will message to supporters

Deliver the income target

- Contribute to and deliver against annual budgets, targets and plans
- Monitor on-going performance against agreed plans
- Provide Head of Region with timely updates on performance and produce a monthly fundraising report
- Ensure the Region's Fundraising Volunteer Development Manager is updated on fundraising group and volunteer recruitment plans
- Contribute to the preparation of annual budgets and plans

Administration

- Ensure that accurate and up to date financial and supporter records are maintained and are accessible
- Providing reports and information about activity, performance, supporters, volunteers etc. as necessary and upon request
- Work within national Marie Curie policies, procedures and adhere to legal frameworks
- Receive, record, bank and process income in accordance with Marie Curie policies and procedures
- Undertake administrative duties as required in support of the core product portfolio.



Job Description: Community Fundraiser

Key Responsibilities continued:

General

In addition to the specific duties and responsibilities outlined in this job description, all Marie Curie employees should be aware of their specific responsibilities towards the following:

- Marie Curie is committed to encouraging volunteering throughout the organisation and as such the post holder will be expected to support and respect volunteers, and may be asked to work alongside or supervise a volunteer as part of their role whilst working at Marie Curie.
- Marie Curie operates a no-smoking policy. The post holder should either be a non-smoker or be prepared not to smoke in any Charity premises, grounds or vehicles or when on Marie Curie business outside the office.
- Adhere to all health and safety and fire regulations and to co-operate with the Charity in maintaining good standards of health and safety.
- Adhere to all information governance, privacy and security policies, standards, guidelines and procedures; practise and promote secure behaviours
- Adhere to all Marie Curie policies and procedures at all times
- Actively promote and support the safeguarding of vulnerable adults, young people and children, observing and adhering to Marie Curie policies on safeguarding
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing registration requirements or any national professional or occupational standards associated with the role.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- For designated roles, the post holder will be responsible for health & safety, information governance, business continuity planning and/or risk management. (These responsibilities will be notified on appointment).



Person Specification: Community Fundraiser

	Person Specification
Experience and Knowledge	<p>Experience of raising funds in a community setting on a paid or voluntary basis or experience in a related discipline (e.g. PR, marketing, sales, project management etc.)</p> <p>An understanding of good stewardship (customer service) and how to apply that to fundraising volunteers and supporters to motivate and inspire</p> <p>Experience of working with volunteers</p> <p>Experience of working to income and expenditure budgets, and to income targets</p>
Job related skills / competencies	<p>Demonstrable literacy and numeracy skills</p> <p>Able to create and tailor engaging verbal and written communication (including presentation skills) to a wide range of audiences e.g. schools, corporates, clubs, groups and associations</p> <p>Able to plan and organise activities and campaigns, including marketing/PR across social media</p> <p>Competent IT skills including word processing, email and spreadsheets</p> <p>Able to competently use a CRM database within guidelines</p> <p>Customer service and people skills - able to engage with supporters, corporate supporters, event participants, volunteers and others to encourage fundraising and loyalty to Marie Curie</p> <p>Willing and able to work frequent evenings and weekends as required e.g. to support fundraising events</p> <p>Car owner/driver with full UK Driving License</p>

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.



About Marie Curie

Every day of your life matters – from the first to the last.

When you work for Marie Curie, you understand that better than ever. We're a passionate, committed, and diverse team of more than 4,400 staff and 12,000 volunteers, here for people living with any terminal illness, and their families. We offer expert care, guidance, and support, to help them get the most from the time they have left.

Everyone knows our daffodil, but it's our warmth, creativity and care that touch lives. Here, we take the time to really get to know the people we care for and those who love them. And we do whatever it takes to give them the final days and hours they deserve.

Our values

Always compassionate

- Connecting and empathising with people
- Starting with the person's needs, respecting them and treating them with dignity
- Supporting people's choices and decisions

Making things happen

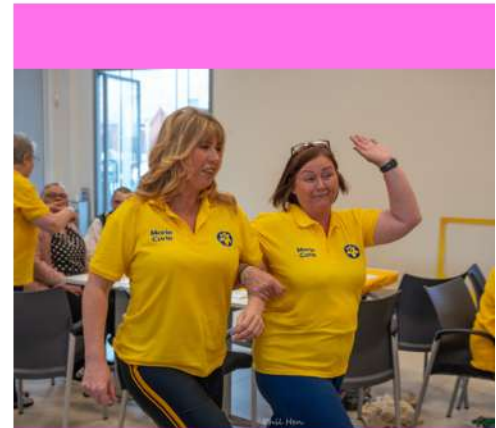
- Being clear and straightforward
- Listening so that we can understand and do the right thing
- Prepared to speak up and challenge on people's behalf

Leading in our field

- Building on our unique skills, expertise and experience
- Sharing, innovating and partnering
- Always seeking to improve in everything we do

People at our heart

- Valuing every individual
- All views and expectations are heard and respected
- Bringing people together and building relationships



Everyone will be affected by dying, death and bereavement. That can't be changed; but the end of life experience can. Everyone deserves the best possible care and support, reflecting what's most important to them. We want a better end of life for all.

Would you like to join us and play your part in delivering a better end of life for all?

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Jan's story

My sister Chris was a fit and healthy 57-year-old. At the end of 2022, she had a really bad stomach ache. She went to get it checked out. A scan showed that Chris had Stage 4 Pancreatic Cancer, which had spread out around her Bile Duct and into her Liver.

The disbelief and devastation we all felt was unfathomable. Pancreatic Cancer is so deadly because it so often doesn't become apparent until it is too late. I travelled from Wales up to Yorkshire to care for Chris. It seemed that the news just got worse and worse.

Chris began going downhill quickly. Her big wish was for a final family holiday with her son, daughter and 5-year-old Granddaughter. We booked a chalet at Haven camp in Blackpool and had a few days of precious family time. I felt Chris was taking a turn for the worst. Not wanting to have her become very ill in Blackpool, we made the decision to come home and organised a hospital bed etc for Chris at home.

The following day I was told that Chris had a few days left at most. She was mostly unresponsive by then. We called family and friends to come and visit. I was deluged with so many demands, looking after Chris, hosting friends and family, liaising with all the services coming in and out to help care for Chris.

Exhausted, but focussed, a big concern was that I never wanted her to be alone, which meant myself and her daughter also staying up through the nights. Then I received a call from Marie Curie. I'd heard of Marie Curie, but knew little about the Charity. The lovely coordinator told me that she could organise a Marie Curie nurse to come and stay up with Chris through the night that night. I was completely taken aback. Kay came just before 10pm.



“From the moment she stepped through the door, Kay just exuded friendliness and gave out such a relaxed supportive vibe.”



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Jan's story continued

Kay was so lovely and Becky and I could get some sleep knowing that Chris was being taken care of and that Kay would wake us if needed. Kay came in with a cup of tea and a report on how Chris was each morning before she left. After months of so much responsibility amongst all the heartache and pain of the situation, I can't fully express how much Kay meant. She was the very best help in the very worst of times. Chris passed away peacefully at home with family and friends around her.

I am fundraising for Marie Curie to enable more people to have that crucial, incredible support that made such a huge difference to us towards the end of Chris's life. I am Ladies Captain of my local golf club and my nominated charity is Marie Curie.

Myself, Chris's daughter Becky and her best friend, another Chris took part in the Marie Curie Snowdon Night Trek. I can't think of a better way to support the charity, and celebrate Chris.

After having the responsibility of being with Chris through the nights for the past 3.5 months (except for the odd short break to see my family) it was amazing to go to bed and feel able to switch off and go to sleep. I felt complete confidence in Kay. Through the journey with Chris we had obviously had dealings with a number of 'support people' from different arenas. Who that person is and how they relate to you is massive in such situations and I think you are more tuned in to your feelings about their sincerity and genuineness.

Kay was absolutely the person you would hope for and I actually felt for one of the few times 'held up' by her emotionally.



“To be able to hand over Chris's care to Kay over the Friday, Saturday and Sunday nights made all the difference. It was the one situation through it all when I felt able to let go and somebody else take the reins. The emotional relief and gratitude were huge.”

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Benefits and life at Marie Curie

Salary

Salary band is £25,600-28,444 per annum, depending on experience and based on a 35 hour week. For the North London based role, there is additional London Weighting of £3,500. If London Weighting is received, the post holder will be responsible for covering travel costs as required into Embassy Gardens - Marie Curie's London office.

Annual Leave

25 days plus bank holidays. Employees can choose to use religious bank holidays (Easter and Christmas) on alternative days to suit their work/life balance. Annual leave allowance rises to 28 days after five years' service and 31 days after 10 years' service.

Pension

Minimum contribution of 4%, Marie Curie will contribute 4%. You can choose to pay more than the minimum contribution if you wish and Marie Curie will match your contribution up to 7.5%.

Life Assurance scheme

Includes Death in Service, with a benefit of 2x annual salary provided you are part of the pension scheme.

Flexible Working Policy

All flexible working requests are considered, two can be submitted each year. As the Fundraising Assistant role is office/hospice based to provide on site, support for the Fundraising team, day-to-day informal flexible working arrangements will be agreed between post holder and line manager on an ad-hoc basis.

Other

- Season ticket loan
- Loan schemes for bikes; computers and satnav systems
- Introduce a friend scheme
- Entitled under Marie Curie Blue Light Card
- Entitled to Benefit-Hub Discount Scheme.
- Continuous Professional development

If you have questions about the benefit package, or if there are policies you would value seeing before continuing in the selection process, please do reach out via recruitment@thinkcs.org and we will be happy to find out the information you need.



Diversity, Equality and Inclusion

We recognise that a diverse workforce allows us to provide the best care for people living with a terminal illness. We will show respect for all our employees and volunteers, valuing each individual's contribution, regardless of their age, gender, gender identity, sexual orientation, marital status, civil partnership status, disability, nationality, race, religion or belief.

Marie Curie is committed to its values, which underpin our work. We take stringent steps to ensure that the people who join our organisation through employment or volunteering, are suitable for their roles and are committed to safeguarding all our people from harm. This includes our staff, volunteers and all those who use or come into contact with our services. We are dedicated to creating not just a safe place to work but also a supportive and rewarding one.

We believe that diversity makes us stronger. Join Marie Curie and be part of an inclusive and equitable workplace where everyone's unique perspectives and experiences are valued. We welcome candidates from all backgrounds and walks of life.

To apply

To express interest in this role, please email recruitment@thinkcs.org with a copy of your CV.

Our Recruitment Manager will have a conversation with all applicants prior to shortlisting. Please ensure you get in touch with enough time to have an initial call ahead of the role closing. If you apply on Saturday 28th or Sunday 29th, please ensure you have time available to partake in a screening call on Monday 30th before we proceed with shortlisting.

Following our call, if you wish to apply, you will be asked to provide a covering letter detailing why you are interested in the role, and how your skills and experience makes you a good candidate.

To help candidates find out more about the role, we can organise an informal conversation with the recruiting manager. If you would like to have an informal chat, please flag this during your initial call with THINK Recruitment.





The selection process

Interviews will ideally be conducted in person at the London office, Embassy Gardens ([3 Viaduct Gardens, Nine Elms, London SW11 7AY](#))

Proposed interview date is Thursday 3rd October.

Candidates will be provided with the themes of the interview questions at point of invite and details of a task to prepare in advance.

Marie Curie will do their utmost to keep the selection process to one stage. However, if a second round is required, this will take the form of an informal conversation with the recruiting manager and another member of the team. Timeframes for a second stage, if required, will be organised to suit the candidate.

THINK Recruitment are keen to ensure ease of participation in the selection process for all candidates. If there are any reasonable adjustments we can make to ensure participant please do get in touch at recruitment@thinkcs.org for a confidential conversation.

Thank you for your interest, please do get in touch if you have any questions.
We hope to hear from you soon.

Jo McGuinness

Recruitment Manager - THINK Recruitment
jomcg@thinkcs.org



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