

THINK Recruitment



Candidate Pack:

Deputy Head of Regional Fundraising

Location: Three across the UK: North, South West and South East/East of England
(Roles are remote based but candidates need to be based within or in close proximity to the region applying for and be willing to travel)

Salary: £34,500 – £38,324

Closing date: midnight Monday 26th August





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 of ambition and need the right people to join who can help us realise that ambition – for everyone who needs us at the most difficult time.

These 3 Deputy Head of Regional Fundraising roles are additional roles that have been created to support in the delivery of regional fundraising plans in line with the UK fundraising strategy. The Deputy Head will be a key member of the regional and national senior leadership team, helping create fundraising plans that will deliver results.

In this role the Deputy Head will manage a team of high performing community fundraisers, contribute to the development of regional strategies work closely with the Head of Regional Fundraising and have the opportunity to build relationships with our amazing supporters and volunteers.

The role offers great variety, if you feel that you have the right skills and experience please do get in touch.

Thank you for your interest, I hope you apply!

Jayne



**THINK
Recruitment**



The role: Deputy Head of Regional Fundraising

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 three Deputy Head of Regional Fundraising to join our dynamic fundraising team and be a crucial part of shaping the future of fundraising across the nation.

Reporting to the relevant Head of Regional Fundraising and working closely with some of the most talented fundraising people in the charity sector. The role is a fabulous opportunity to support and coach our teams to achieve their full potential. Being successful in role will make a huge difference to the performance and culture of the team. It is important that the post holder is skilled at helping our teams to deliver exemplary stewardship across all income streams, to be curious and ask questions and to develop the relationships in their patches that allow growth by recognising opportunity.

Each week will vary, but may include:

- Getting to know your team
- Supporting the Community Fundraisers in budget areas not reaching their potential, and maximising the value in budget areas showing promise
- Providing personal development support and opportunities
- Deputising for the Heads of Regional Fundraising
- Leading on specific areas of development / regional projects
- Engaging all teams working across Marie Curie within your region

This role might be for you if you enjoy:

- Providing leadership and support that brings out the best in others
- Working across a large and varied geographic area
- Multi-tasking, problem solving and thinking on your feet
- Building working relationships with a wide variety of individuals
- Seeing the bigger picture

This role is a good opportunity for someone with some existing line management to join a large and ambitious team, and bridge the operational and strategic elements of community fundraising.



"The North Team is an amazing group of people with tonnes of passion and enthusiasm for the cause. My team make me proud every day and we are super excited to grow and develop over the next few months and years"

**Kelly
Head of Regional
Fundraising - North**

**THINK
Recruitment**



The role: Deputy Head of Regional Fundraising

The Regions

The North

This role will work with the entire North team, but will predominantly be managing the team in South Yorkshire and the North West. We are looking for a candidate who is in and around that area. Offices in Stockport, Liverpool and Bradford mainly but will need occasional travel to Newcastle. We have some fantastic events in the North that the Deputy Head will support the team to make the most of, including Yorkshire 3 Peaks and the Manchester Marathon.

The South West

This role will work across the South West, with an expectation to be visible with the office based team in Bristol a couple of days a week. The Deputy Head will support our team of six, and provide leadership support to the team around our two key regional events; 13 Tors Walk and Padstow to Rock Swim. An immediate priority for the Deputy in this region will be to support the embedding of two new Community Fundraisers in Devon and Cornwall.

The South East & East of England

This role covers a large geographic patch so the post holder will be willing to travel on occasion to our office in Caterham (when it opens) and Embassy Gardens in London, as well as across the regions to meet with the team. The Deputy will take the lead on specific key income streams, as well as line managing a team of seven. We have a huge variety of experience in this team, from brand new Community Fundraisers to those serving 25+ years!



Our team is creative, curious and we want to give everyone who raises money for us the best experience possible. We are looking for someone to join our leadership team who will bring out the very best in our wonderful team of fundraisers

**Claire
Head of Regional
Fundraising - South
East and East of
England**



**THINK
Recruitment**



Job Description: Deputy Head of Regional Fundraising

Job purpose

Marie Curie has ambitious plans to become the UK's leader in the end of life experience. We want to ensure that everyone has the appropriate support at the end of their lives. Fundraising and raising awareness of the impact of our work in local communities plays a critical role in achieving this, enabling Marie Curie to deliver its organisational strategy of ensuring that everyone affected by dying, death and bereavement has the best possible experience, reflecting what's most important to them, and to deliver its strategic goals:

- To build integrated place-based end of life services
- To strengthen our national voice and influence thinking around end of life experience
- To invest in our future capability
- To build financial sustainability (in particular growing income)

The Fundraising team based in communities across the UK and with strong links to our hospices is responsible for raising money, and awareness of the need for and impact of our work amongst supporters and people who have the potential to give to Marie Curie.

The team works as part of a wider Income, Innovation and Engagement directorate to grow income and strengthen our voice as the leading end of life charity in the UK.

Working in close collaboration with colleagues across Fundraising, Marketing, Communications, Policy, Public Affairs and Caring Services, the team will develop and implement plans to optimise opportunities to recruit, develop and retain supporters for Marie Curie.

As Marie Curie shifts towards integrated place-based end of life services, the fundraising teams will work closely with regionally based colleagues to optimise local knowledge, presence, relationships, and impact.



Job Description: Deputy Head of Regional Fundraising

Job Summary:

The Deputy Head of Regional Fundraising will work closely with the Head of Regional Fundraising to deliver the fundraising plans in line with the UK fundraising strategy.

This role will deliver a joined-up, strategy and approach, maximising fundraising opportunities for Marie Curie and working closely with colleagues across the directorate. Building on existing success, the post holder will be responsible for implementing an integrated strategy ultimately focused on delivering income growth. You will identify and optimise opportunities, working across teams, as well as providing excellent stewardship, relationship management and developing new initiatives to grow our long-term supporter base.

About you:

You will have a proven track-record in working with geographically dispersed teams and will have achieved growth in performance and income. You will have experience of embedding strategic thinking and planning, and an ability to turn a strategy into an operational plan, engaging others to create shared ownership of the plans.

You will be a tenacious, results driven, self-starter who thrives on identifying new opportunities and knows how to build relationships and experiences to deliver long term value and support.

You will be a credible and experienced manager and will work closely with stakeholders across the organisation to build long term and sustainable income growth.

An excellent communicator, passionate about our work and able to represent fundraising internally and externally. You will have experience of building new relationships, increasing income or revenue, and improving retention of existing supporters or clients.



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Job Description: Deputy Head of Regional Fundraising

Key Relationships

External

Nurturing key relationships with supporters; corporate partners, senior volunteers, fundraising groups. Local media; Local community contacts and external fundraising networks and contacts from other charities.

Internal

Head of Regional Fundraising and Other Regional Fundraising Managers; Fundraising Volunteer teams; Heads of Departments and teams including Legacy and In Memory Giving; Case for Support; Philanthropy and Partnerships; Caring Services; Internal Communications; Policy and Public Affairs; Communications & Marketing; and Operations teams. Business partners with HR; Area Shop Managers and Regional Managers

Duties & Responsibilities

1. Delivering income and managing fundraising growth

- Work alongside the Head of Regional Fundraising to develop and implement an integrated fundraising plan to optimise Marie Curie voluntary income across all fundraising disciplines in the region in line with our UK strategy
- Identify tactical and strategic opportunities to increase income and net contribution in the short and long term to increase ROI for Marie Curie as a whole.
- Lead a 'Marie Curie first, budget line second' culture, through place-based plans and ethos. Take an audience view, with all fundraising staff working towards data driven plans, targets; KPI's and Return on Investment of 3:1
- Work with the Head(s) of Regional Fundraising to manage expenditure and resources to maximise net contribution
- Monitor and regularly review income performance versus targets and work with the Head(s) of Regional Fundraising (Region) to develop and implement operational plans to deliver targets, to optimise income opportunities and mitigate risks.
- Be an acknowledged expert and represent fundraising in communities across Marie Curie.
- Provide a point of contact for supporters/volunteers in the region in the event of staff sickness/ absence/ vacancy.



Job Description: Deputy Head of Regional Fundraising

Duties & Responsibilities continued

2. Audience focussed approach

- Working with the Head(s) of Regional Fundraising (Region) optimise the recruitment, development, and retention of Marie Curie supporters by implementing and supporting an audience focussed approach and culture across the region. Work closely with colleagues to achieve planned growth as outlined in the Marie Curie fundraising strategy.
- Deepen understanding and insight of the needs and opportunities of key fundraising audiences in the region including corporate; individuals; volunteers and groups and trusts and foundations
- Support the team, working in close partnership with National Events Team, Special Events, and Legacy and In Memory Giving to develop and deliver a broad programme of sector leading events and virtual events to increase participation, engage supporters, and grow income
- Support and partner with the Partnerships and Philanthropy team to grow income from high net worth individuals, trusts and foundations sharing local knowledge, and relationships to help the team identify and engage with prospects to cultivate relationships leading to successful approaches and major gifts. Work with the team to steward existing donors to demonstrate the impact of their continued support.
- Work in collaboration with the Fundraising Volunteering team to develop and implement region plans to deliver income through the network of Marie Curie volunteers and Fundraising Groups; Clubs, groups and associations; schools, youth and faith groups in line with the UK volunteering strategy
- Work with the Legacy and In Memory giving team to ensure the team across the are confident and equipped to promote gifts in wills and support people giving in memory.
- Provide support to the Regular Giving and Direct Giving teams, sharing local knowledge and expertise to increase results and ensure an integrated approach.
- Ensure all relevant Marie Curie teams are aware of activity and as conflicts of activity arise, negotiate to achieve the most effective combination of activity.



Job Description: Deputy Head of Regional Fundraising

Duties & Responsibilities continued

3. Relationships and stewardship

- Support the team to deliver supporter journeys for key audiences delivering the best possible stewardship to retain and grow existing relationships, ensuring Marie Curie remains top of mind, relevant and a cause people want to support during their lifetime and through their legacy.
- Ensure that the charity's relationship with supporters is managed and developed using the highest standards of stewardship with high-quality materials.
- Ensure all supporters are receiving the highest standard of supporter care by developing and reviewing processes and standards with the support and data teams.
- As required, build relationships with the regional media and be a spokesperson for Marie Curie.

4. Leadership and culture

- Provide line management to community fundraisers, coach and motivate the team to develop high-performance against the agreed priorities and budgets, drive growth, ambition, and agility to deliver results
- Nurture and develop talent within the team and actively commit to training, development, and succession planning
- Working closely with the Head(s) of Fundraising (Region) and other Deputy Heads of Fundraising to share knowledge and expertise, create a strong sense of team, and help influence and support the team to innovate, flex and adapt as the environment dictates and opportunities arise
- Act as an ambassador for Marie Curie and deputise for the Head(s) of Fundraising (Region) as required.

5. Fundraising operations

- Work closely with the Regional Operations Manager and other relevant stakeholders to ensure business continuity and compliance to ensure income is processed in a timely and efficient manner.
- Proactively use the fundraising database and fundraising reporting tools to develop and manage supporter relationships and develop insight to improve performance
- Provide operational support to the Head of Regional Fundraising when required.



Job Description: Deputy Head of Regional Fundraising

Duties & Responsibilities continued

Other

- Visibly live the charity's values, including our commitment to diversity and inclusion
- Represent & deputise for the Head(s) of Regional Fundraising (Region) as necessary
- Lead or participate in Marie Curie wide projects as required from time to time
- Work with the Head(s) of Regional Fundraising (Region) to highlight risk in order to effectively identify, manage and monitor significant risk including business continuity.
- Actively invest in continuous learning, staying on top of best practice and emerging trends in fundraising and translating this into actionable insights for the department
- Fulfil other reasonable duties as required.

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
- Always adhere to all Marie Curie policies and procedures
- 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.



Person Specification: Deputy Head of Regional Fundraising

| | Person Specification |
|-----------------------------------|---|
| Experience and Knowledge | <p>Managing teams; building coaching and developing teams to deliver results</p> <p>Developing and delivering operational plans and contributing to strategy development</p> <p>Budgeting, forecasting KPI monitoring and analysis</p> <p>Increasing voluntary income/revenue within a sale environment</p> <p>Experience/knowledge across fundraising and / or marketing, including principles of fundraising, methods and processes, and how to engage media to promote fundraising (Desirable)</p> <p>Using a customer relationship database (CRM) (Desirable)</p> |
| Job related skills / competencies | <p>Verbal and written communication skills that are demonstrative of an ability to convey authority, gravitas and passion, to influence and negotiate with success</p> <p>Numeracy skills that demonstrate competence and accuracy across income and expenditure budget setting, forecasting, and reforecasting</p> <p>Able to lead beyond immediate line management authority, to motivate and inspire others</p> <p>Attention to detail</p> <p>Able to prioritise own workload, communicate effectively regarding deadlines, juggle competing priorities and work with minimal supervision</p> <p>Competent and capable using IT systems such as MS Office packages such as Word, PowerPoint and Excel</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 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 £34,500 – 38,324 per annum, depending on experience and based on a 35 hour week.

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. This conversation is to draw out your skills and experience and interest in the role, to help answer questions you might have and also provide support to help you submit your very best application.

Please ensure you get in touch with enough time to have an initial call ahead of the role closing.

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 for each role. If you would like to have an informal chat, please flag this during your initial call with THINK Recruitment.





The selection process

The selection process will be two stages. Both interviews will be conducted in person at an office or hospice within the region applied to. Details on location will be provided at point of enquiry.

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

If there are reasonable adjustments we can make, or if you have specific needs we can accommodate, to ensure ease of participant in this selection process please contact Jo at recruitment@thinkcs.org for a confidential discussion.



| Screening calls with THINK Recruitment | Closing date | Invites to candidates by | First Stage | Second Stage | Decision by |
|--|-----------------------------|--------------------------|--------------------|--------------------|-----------------------|
| 5th - 23rd August | Midnight Monday 26th August | Friday 30th August | Week comm 2nd Sept | Week comm 9th Sept | Friday 13th September |



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