

RECRUITMENT PACK

PERMANENT

FULL-TIME

FUNDRAISING

Senior Supporter-Led Fundraising Manager (Relationships)



**ANTHONY
NOLAN**

Saving lives through stem cells

We are Anthony Nolan

We're here to uncover the answers inside us. Answers for people with blood cancer and blood disorders. Answers that will not only improve lives today but save them tomorrow.

Every day, we match incredible individuals willing to donate their stem cells to people who desperately need a lifesaving transplant.

It all began in 1974 when Shirley Nolan's three-year-old son Anthony was in urgent need of a bone marrow transplant. She set up the world's first register to match donors with people in desperate need and with it, our charity. Today we are pioneers in transforming the lives of those needing stem cell transplants across the globe and we currently give four people a day another chance to live.

But we're not stopping there. We have always believed new ways to save and improve lives can, and must, be found.

Driven by patients, backed by stem cell donors, and powered by science, we won't stop until everyone who needs a transplant can find their lifesaving match and every patient who needs us can not only survive, but thrive.

As we build on our 50 years of experience and expertise to keep pushing the boundaries of what we can achieve for our patients, we hope you will join our incredible team as we embark on a journey to unlock new ways to treat every patient.

Our vision

A future where every patient who needs us can survive and thrive.

Our purpose

Uniting people and science to unlock the cures, treatments and transplants that will transform the future for more patients.

Our aims

- Survival: To give every transplant patient the best chance – and quality – of life.
- Equity: To ensure all patients have the best access to, experience of and outcome from, treatment.
- Progress: To explore and embrace new cell therapies and make them available for patients more quickly

Our commitment to equity, diversity & inclusion

We celebrate diversity in all its richness, including ethnicity; race; socioeconomic background and status; gender; disability and exceptionalities; language; religion; culture; sexual orientation; neurodiversity, and geographical area.

We value the invisible and visible qualities that make you who you are and cultivate a culture where you feel a real sense of belonging and can bring your full self to work.

We welcome you as an individual who brings unique experiences and perspectives that will help us to realise our vision and purpose to unite people and science to unlock the cures, treatments, and transplants for more patients.

We strive to embed equity, diversity, and inclusion practices in every aspect of our daily work.

We are proud of the progress we have made, but know that meeting our commitment to equity, diversity and inclusion is an ongoing endeavour.

We respect the voice, experience and perspective of every member of our diverse community of supporters, partners and patients.

We commit to supporting and promoting equity, diversity and inclusion best practice for every member of the Anthony Nolan community.

Welcome from the Head of Supporter-Led Fundraising

Thank you for your interest in making the next move in your career in the Supporter-Led Fundraising team at Anthony Nolan. We are a friendly and close team and we work hard to develop our team members, regularly helping people progress in their careers within the team and wider organisation.

The Supporter-Led Fundraising team look after all supporters choosing to fundraise for Anthony Nolan through taking on Challenge Events, Community Fundraising and those taking part in our product offerings. Over 1/3 of the fundraising income we raise by working with our supporters, comes from our highest value supporters and that is why this role is so critical.

If you are an expert at building strong relationships, focusing on retaining supporters long term and want to give them the best possible experience with Anthony Nolan, then this role is for you.

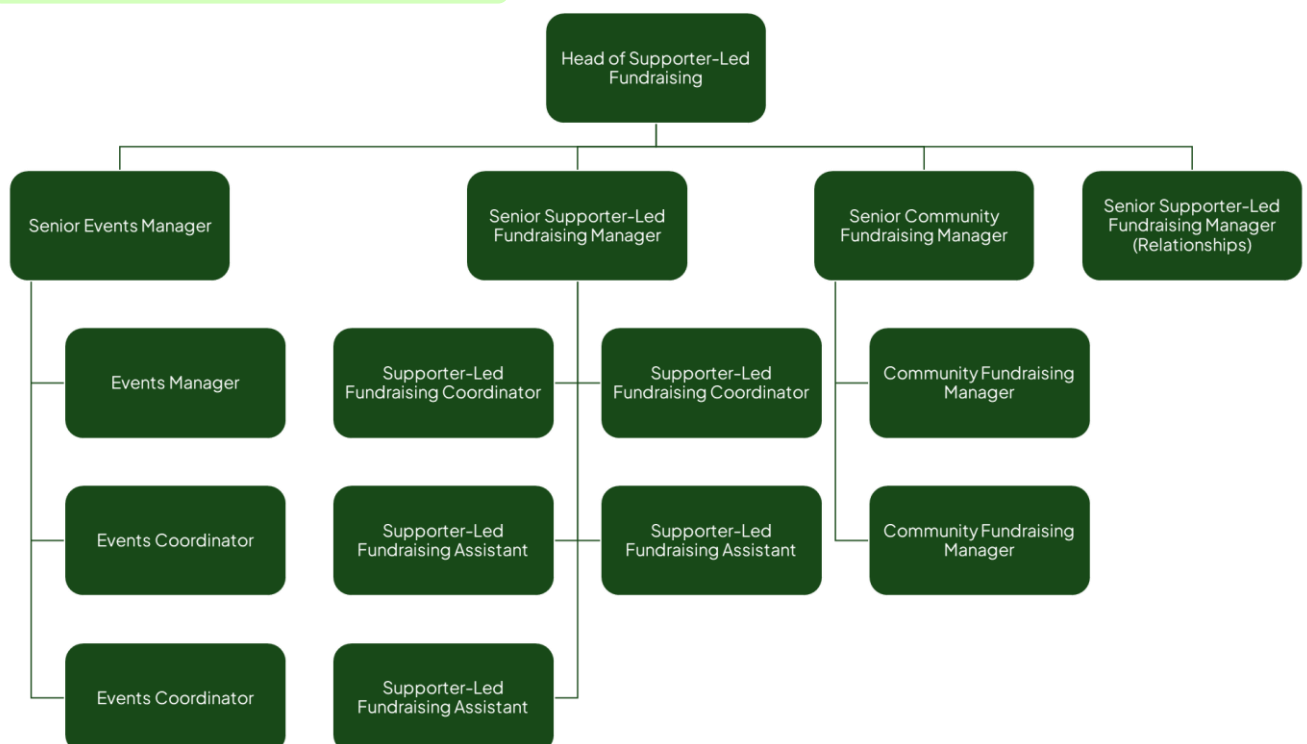
Please do let me know if you want to chat through any details, or ask about questions about the organisation, team or role.

Kirsty Mooney

Head of Supporter-Led Fundraising

Kirsty.Mooney@anthonymolan.org

Background



Over a third of our total income raised in the Supporter-Led Fundraising (SLF) team comes from our highest value supporters. You will play a senior role in delivering income and supporter targets by stewarding the highest value supporters across

the SLF team. You will develop and manage the programme to build strong, long-term relationships, maximizing supporter development opportunities.

You will project manage and deliver the creation of our VIP programme for the highest value supporters, aiming to retain them long term with Anthony Nolan.

You will be responsible for setting and delivering the direction, targets and budget for the programme, working closely with both the Senior Events and Senior Community Fundraising managers (who are also responsible for a portion of the high value income delivery through the Community and Events fundraising streams).

This role is critical for us to deliver our income targets (not just in the SLF team, but across Fundraising) working to open networks and opportunities for our Philanthropy, Corporate teams and IG team (often focused on legacy).

The majority of our supporters (especially the high value supporters) have a close connection to blood cancer, stem cell transplants and the stem cell register. You will work to understand and support their motivation for working with Anthony Nolan, delivering impact in the best way possible for them.

Our supporters are at the center of everything we do and we're looking for someone passionate about, and an expert at, building strong relationships, opening networks, and maximizing support.

Key responsibilities

These include but are not limited to:

- Develop a strategy and budget for the long-term growth of the high value programme (working closely with the Senior Community Fundraising Manager and Senior Events Manager who are also responsible for delivering income from high value supporters in the Community and Challenge Events streams).
- Steward, develop and retain a caseload of high value supporters from all areas of the supporter-led fundraising portfolio to grow and deliver income.
- Work closely with other teams across fundraising and the wider organisation to ensure each relationship is maximised for the benefit of the supporter and Anthony Nolan.
- Lead (with the Head of SLF) on the continual learning of the wider SLF team in spotting, maximising and retaining high value supporters.
- Manage, monitor and report on the budget and KPIs for your programme.
- Act as the voice of the supporter to place them at the heart of our strategy. Work closely with the Patient Involvement team to triage all supporters who can play a role in their work.

Essential attributes

You will bring:

- Significant relationship fundraising experience, working effectively with high level supporter-led fundraising supporters and groups (or equivalent relationship focused fundraising).
- Experience of meeting and exceeding targets and demonstrable fundraising success.
- Excellent interpersonal and communication skills to build relationships with a range of senior internal and external stakeholders.
- Experience of managing plans, budgets, completing monthly reconciliations and quarterly reforecasts.
- Experience of viewing relationships holistically and identifying opportunities for individuals to support the organisation outside of their original sphere of support.
- Experience of delivering fundraising projects to deliver net income.

You will do the role by:

- Stewarding a caseload of our highest value supporters, inspiring them to support, raise awareness and maximise their potential.
- Having a collaborative working relationship with the Senior Community Fundraising Manager and Senior Events Manager to triage high value supporters from the Community and Events programmes to the high value programme.
- Empowering the wider SLF team to spot and uplift supporters with high value potential.
- Develop and deliver the VIP supporter programme, working collaboratively across the SLF team during the development and implementation.
- Working collaboratively with colleagues across the organisation and encouraging their contribution to fundraising.
- Ensuring all your work is compliant with fundraising and associated regulations and reflects best practice.
- Gaining internal and sector wide insight to inform the high value strategy.
- Inspiring people and bringing the cause to life for a variety of audiences.

You will also be good at:

- Promoting and engaging with Anthony Nolan's policies and procedures.
- Living the Anthony Nolan values.

- Seeking opportunities for personal and professional development for yourself and others.

Terms of appointment

Salary: £44,000 per annum

Contract: Permanent, full-time

Location: Hybrid, with head office in Hampstead, NW London

Benefits:

Financial	Wellbeing & Health	Family Friendly
✓ Enhanced Pension Scheme	✓ 27 days annual leave in addition to normal public holidays	✓ Paid dependents leave
✓ Travel Insurance	✓ 24-hour Employee Assistance Hotline	✓ Enhanced Maternity, Paternity & Adoption pay
✓ Interest free Travel Loan	✓ Medical Cash Plan	✓ Flexible start/finish times (role dependent)
✓ Salary Sacrifice Car Scheme	✓ Cycle to Work scheme	
✓ Life Assurance (4x annual salary)	✓ Gymflex	

And more! (full list of benefits available on website)

How to apply

Go to anthonymolan.teamtailor.com/jobs and click on the relevant job. You will be asked to fill in some details, add a covering letter and upload your CV.

We will contact you to let you know if you have been successful in being invited to interview or not.

If you have any queries, please email recruitment@anthonymolan.org

Anthony Nolan is committed to equal opportunities and is a living wage accredited employer.



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