

# Thank you for your application

In this pack is the following information:

- Who we are and what we do
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- How to apply



**The Sick  
Children's  
Trust**

We're here, so families can be together

# About us

The Sick Children's Trust is the charity that provides a welcoming 'Home from Home' where families with a sick child in hospital can stay. But we're more than bricks and mortar, our friendly, caring staff are there to support families when they really need it.

Without us families would have to travel long distances, sleep in uncomfortable hospital chairs or pay for expensive hotels just to be by their sick child's hospital bedside. Not only do we alleviate financial worries but we also help the mental wellbeing of the families we support.



# Our vision

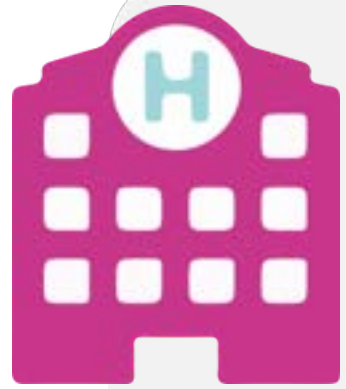
We are working to a future where every family with a seriously ill child in hospital can stay together, close to their child's hospital bedside.

# Our mission

We provide welcoming, comfortable 'Homes from Home', to keep families together when they have a sick child in hospital and kind, caring staff to support them.



# Our values



## Passionate

We believe passionately that families with a seriously ill child in hospital should be together



## Supportive

We care for families when they really need us and we support our staff to be the best they can be



## Togetherness

We work together to make a difference



## Proud

We are proud to be able to welcome all families that need us to our clean and comfortable 'Homes from Home'



## Trustworthy

We are open, honest and transparent in everything we do. We spend our money responsibly ensuring that families are always at the heart of our work

# Our 'Homes from Home'

We have ten 'Homes from Home' across England that can support 148 families a night. In 2024/25 we provided 48,062 nights in our homes, supporting 3,203 families.

**Treetop House, Sheffield**  
Sheffield Children's Hospital

**Magnolia House, Sheffield**  
Sheffield Children's Hospital

**Guilford Street House,  
London**  
Great Ormond Street Hospital

**Scott House,  
Newcastle-upon-Tyne**  
Freeman Hospital

**Crawford House,  
Newcastle-upon-Tyne**  
The Royal Victoria Infirmary

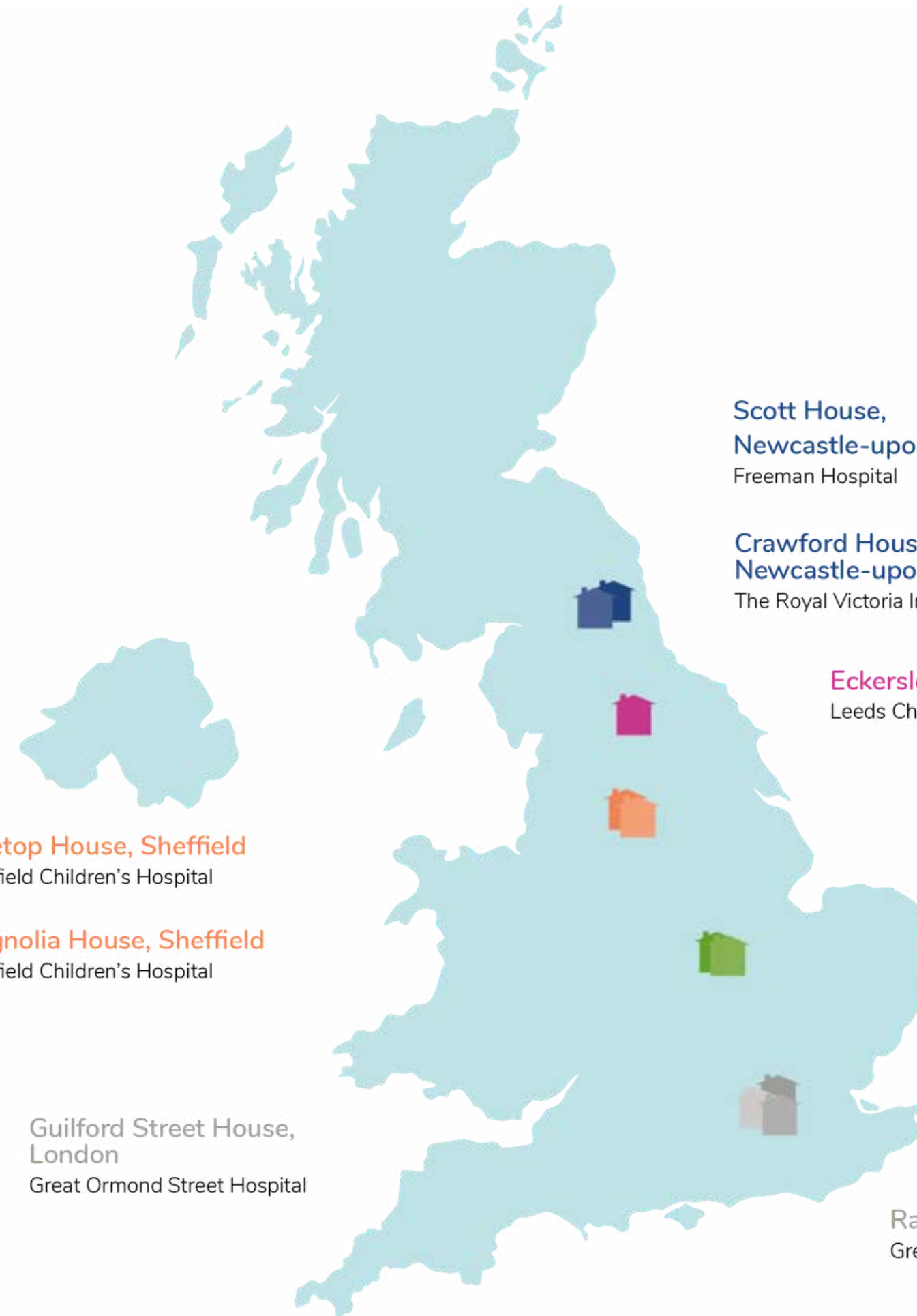
**Eckersley House, Leeds**  
Leeds Children's Hospital

**Acorn House,  
Cambridge**  
Addenbrooke's Hospital

**Chestnut House,  
Cambridge**  
The Rosie Hospital

**Stevenson House,  
London**  
Royal London Children's Hospital

**Rainbow House, London**  
Great Ormond Street Hospital





“To be an hour away, when you’ve got to produce milk, express it, take it into NICU for feeds. On top of the stress of going backwards and forwards and missing time with him, it’s just not feasible. You need to be there all the time, to be there with him, But thanks to The Sick Children’s Trust’s support, you’re focusing on being there for your baby, not on where you can sleep”

**Helen Ledster, Flynn’s mum**

# Our staff survey

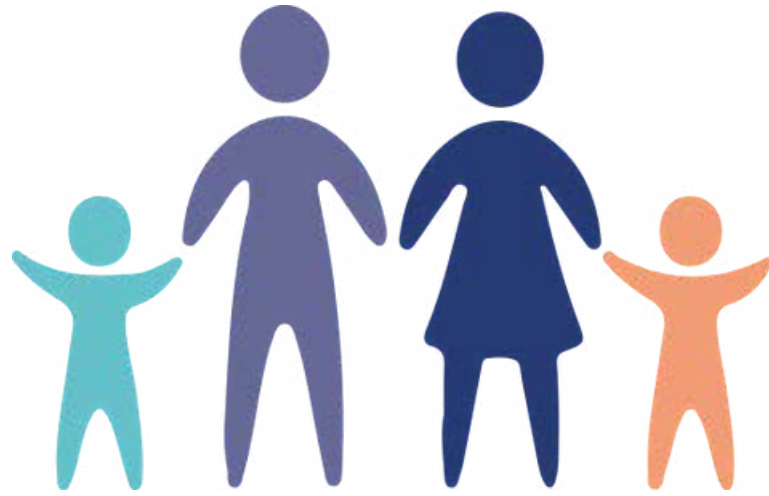
92%

of our colleagues enjoy working at The Sick Children's Trust and are proud of the work we do

92%

of our colleagues said that the work of the charity inspires them to do a good job

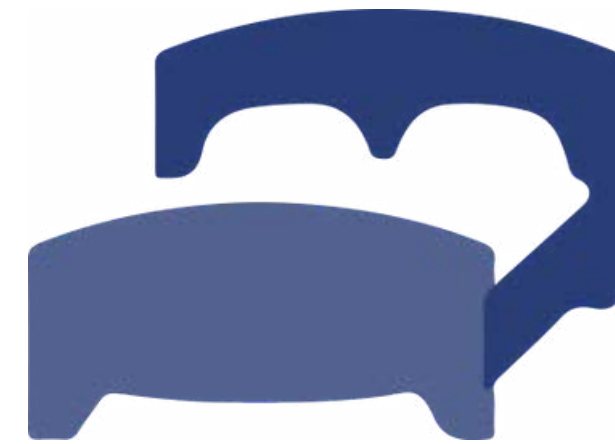
# Our impact 25/26



We supported  
**3,218**  
families



Average travel time  
**86 minutes**  
from home to hospital



Occupancy rates  
**93%**  
in our 'Homes  
from Home'

# Job Description

|                    |                                                                                                                     |
|--------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Job title:</b>  | Community and Events Manager                                                                                        |
| <b>Hours:</b>      | Full-time 35 hours per week                                                                                         |
| <b>Location:</b>   | Hybrid working with some travel required across the UK and a minimum of one day a week at our head office in London |
| <b>Reports to:</b> | Director of Fundraising - Community, Individual Giving and Events                                                   |

## Role purpose:

The Community and Events Manager is responsible for developing and delivering an ambitious community and events fundraising programme that generates sustainable income, builds long-term supporter relationships, and increases awareness of the charity's work.

The role will lead the development of community fundraising across the UK, supporting and inspiring individuals, families, schools, community groups, volunteers and local organisations to fundraise for the charity. In addition, the postholder will manage a portfolio of challenge and special events, ensuring excellent supporter experiences and strong financial returns.

This is a highly visible and relationship-driven role that requires a proactive and innovative Fundraising Manager with strong project management skills, experience of supporter-led fundraising, and the ability to build meaningful partnerships across diverse audiences.

# Key Tasks and Responsibilities

## Strategic Leadership

- Work with the Director of Fundraising, Community and Events to develop and implement an integrated Community and Events Fundraising Strategy.
- Create and deliver annual operational plans that support income growth, supporter engagement and brand awareness.
- Establish and monitor income, expenditure and engagement targets for community and events fundraising activities.
- Identify new opportunities for growth, diversification and supporter acquisition.
- Contribute to departmental planning, budgeting and strategic development.

## Community Fundraising

- Develop and grow our national community fundraising programme.
- Build strong relationships with supporters including families, schools, clubs, faith groups, community organisations and local businesses.
- Work with House Teams at our Homes from Home to identify opportunities to engage past and current families in fundraising.
- Represent the charity at community events, fundraising activities, cheque presentations and supporter gatherings.
- Develop fundraising resources, campaigns and engagement initiatives that maximise participation and income generation.
- Create and implement supporter journeys that encourage repeat giving and long-term engagement.

## Events Fundraising

- Lead the planning, development and delivery of a portfolio of special events including our Carol Service, Supper Club and Golf Day.
- Manage participation in challenge events including London marathon, a series of half marathons, walks, sky dives, cycling events and other third-party fundraising activities.
- Research, develop and launch new fundraising events aligned with supporter interests and organisational priorities.
- Ensure all events deliver excellent supporter experiences and achieve agreed income and return-on-investment targets.
- Oversee all aspects of event delivery

## Supporter Stewardship & Relationship Management

- Lead the team to deliver exceptional stewardship for community fundraisers, event participants and volunteers.
- Build and maintain strong relationships with key supporters, committees, ambassadors and partners.
- Develop recognition and stewardship programmes that encourage ongoing involvement and support.
- Gather and share supporter stories to inspire fundraising and demonstrate impact.
- Support cultivation and stewardship activities for major donors, corporate partners and high-value supporters.

# Key Tasks and Responsibilities

## Team Leadership

- Line manage two/three Fundraising Officers and an administrator, setting clear objectives, providing ongoing support, and promoting a culture of collaboration and accountability
- Foster a collaborative, inclusive and high-performing team culture.
- Encourage innovation and continuous improvement across the team

## Marketing & Collaboration

- Work closely with Communications and Marketing colleagues to promote fundraising campaigns and events.
- Ensure fundraising initiatives are aligned with the charity's values, brand and messaging.
- Collaborate with corporate and philanthropy teams to maximise fundraising opportunities and shared objectives.
- Contribute content and supporter stories for use across digital, social media, press and printed communications.

## Financial Management & Reporting

- Manage fundraising budgets and monitor expenditure.
- Track and evaluate performance against agreed income and engagement targets.
- Use data and insights to improve supporter experiences and fundraising performance.
- Ensure accurate forecasting and effective pipeline management

## Administration, Compliance & Governance

- Maintain accurate supporter records on the CRM database and ensure all fundraising activity is appropriately recorded.
- Ensure compliance with GDPR, Fundraising Regulator guidance and charity policies.
- Undertake risk assessments and ensure appropriate health and safety procedures are followed for fundraising activities and events.
- Ensure all supporter data and fundraising records are maintained to the highest standard.

This job description is not exhaustive; it merely outlines the primary duties and is subject to change in consultation with the post holder. Projects and priorities may vary from time to time.

# Person Specification

## Skills, abilities and personal attributes - Essential

- Proven success in community fundraising, events fundraising, or a related supporter-led income stream.
- Excellent relationship-building and communication skills, with the ability to engage and motivate supporters from diverse backgrounds
- Experience of managing and delivering successful fundraising events.
- Experience working with families, volunteers or local groups
- Team leadership and staff development
- Willing and able to travel frequently across the UK, including evenings and weekends when required
- Ability to manage multiple projects and priorities simultaneously.
- Familiarity with fundraising databases

## Skills, abilities and personal attributes - Desirable

- Experience working in a healthcare or family charity setting
- Experience of challenge event fundraising
- Experience securing sponsorship, prizes or in-kind support.
- Experience of significantly growing income
- Understanding of safeguarding and supporter vulnerability

# Benefits

- 35 hour working week
- Discretionary hybrid working
- 25 days annual leave plus your birthday off
- Time off in lieu policy
- Auto-enrolment into a pension scheme at 3 months service
- Commitment to development and training
- Family friendly policies (flexible working and time off for dependants)

## Commitment to your wellbeing including:

- Employee Assistance Programme
- Eyecare Voucher
- Flu Vaccination
- Life Assurance

## Post-probation benefits:

- Bonus day off in December
- Enhanced pension option
- Permanent health insurance
- Access to Digicare+
- Access to Medicash
- Interest free travel loan



# Equal Opportunity

The Sick Children's Trust strives to be an Equal Opportunity employer. We are committed to developing a diverse and inclusive organisation, where people feel supported and valued to be the best they can be.

We welcome applications from people from all sections of the community, irrespective of race, ethnicity, gender, age, disability, sexual orientation, religion or belief.

If you require any reasonable adjustments to apply for this role to the best of your ability such as an accessible venue for interview, please let us know your requirements and we will make every effort to provide assistance.

# How to apply

To apply please send your CV and covering letter setting out why you are suitable for the role and how you meet the requirements set out in the job description and person specification to: [recruitment@sickchildrenstrust.org](mailto:recruitment@sickchildrenstrust.org)

**The closing date for the role of Community and Events Manager is 25 September 2026**

We will be considering applications as they are submitted so early application is advised

For further details about The Sick Children's Trust please visit our website [sickchildrenstrust.org](https://sickchildrenstrust.org)