



Marie Curie Job Description

Job title:	Deputy Head Of Fundraising
Department:	Fundraising
Location:	Homebased - Scotland
Reports to:	Head of Fundraising
Accountable to:	Head of Fundraising
Grade:	GRADE E

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 Fundraising 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.

Key Relationships

Internal

Head of Fundraising and Other Regional Heads of Fundraising; Regional Operations Managers; Heads of Departments and teams including Legacy and In Memory Giving; Philanthropy and Partnerships; Mass Participation; Caring Services; Internal Communications; Policy and Public Affairs; Communications & Marketing; Direct Giving; Fundraising compliance and legal; Supporter Relations and Operations teams. Business partners with HR; Area Shop Managers and Regional Managers

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.

Accountabilities (Duties & Responsibilities)

Delivering income and managing fundraising growth

- Work alongside the Head(s) of Fundraising (Region) 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 Fundraising (Region) to manage expenditure and resources to maximise net contribution
- Monitor and regularly review income performance versus targets and work with the Head(s) of 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.

Audience focussed approach

- Working with the Head(s) of 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 Mass participation, 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.

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

Leadership and culture

- Support the Head(s) of Fundraising (Region) to lead, 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.

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 Fundraising when required.

Other

- Visibly live the charity's values, including our commitment to diversity and inclusion
- Represent & deputise for the Head(s) of Fundraising (Region) as necessary
- Lead or participate in Marie Curie wide projects as required from time to time
- Work with the Head(s) of 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.
- 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).

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.



Marie Curie Person Specification

Job title: Deputy Head Of Fundraising

Criteria	Essential	Desirable	How assessed
Skills / Abilities	Strong management skills, building, coaching and developing teams to deliver results Able to communicate with passion, authority and gravitas. Ability to lead beyond authority, motivate and inspire staff, volunteers and partners Excellent relationship building skills and stakeholder management Excellent attention to detail, with the ability to write and oversee high-quality and detailed reports. Able to prioritise and manage workload and meet deadlines Good IT skills, including a thorough knowledge of MS Office and databases. Excellent numerical skills and ability to prepare financial summaries	Excellent communication, influencing and negotiation skills Sound information gathering and analytical skills. Customer relationship database management	On CV At Interview
Knowledge	Broad understanding of fundraising or sales and marketing strategies to drive income / revenue Experience of developing and delivering operational plans and contributing to strategy development Experience of budgeting, forecasting, KPI monitoring and analysis	In depth knowledge of marketing, PR etc. principles Knowledge of fundraising principles, methods and procedures Understanding of strategic planning. Knowledge of how to use media to promote fundraising.	At Interview

	Awareness of how to motivate and support volunteers, supporters etc.		
Qualifications, training and education	Five GCSE's (grade C or above) or equivalent, including English and Mathematics OR demonstrable literacy and numeracy. Evidence a commitment to continued professional development	Holds a relevant professional qualification Member of a relevant professional body.	CV / Certificate of qualification / Test (as applicable)
Experience	Experience of increasing voluntary income or revenue in a fundraising or commercial environment Experience of performing well under pressure across a broad range of activities. Co-ordinating multiple projects and delivering to tight deadlines	Has demonstrable experience of audience and niche fundraising principles and practice People and team management experience. Has income and expenditure experience and demonstrable ability of tracking and monitoring activity	On CV At Interview
Other requirements	Car owner/driver Holds full UK License Need to work frequent evenings and weekends as required by workload		On CV At Interview

Marie Curie recognises the provisions within the Equality Act 2010, reasonable adjustments to these criteria will be considered where appropriate.