

This role is funded by our NHS Charity Partner

Job Description

Job Title:	Fundraising Lead
Band:	6
Responsible to:	Head of Charity
Department:	Head to Toe Charity

Our Values

	Behaviour	How we will demonstrate this behaviour
Professionalism	We will maintain the highest standards and develop ourselves and others	By demonstrating compassion and showing care, honesty and flexibility
Respect	We will create positive relationships	By being kind, open and collaborative
Innovation	We are forward thinking, research focused and effective	By using evidence to shape the way we work
Dignity	We will treat you as an individual	By taking the time to hear, listen and understand
Empowerment	We will support you	By enabling you to make effective, informed decisions and to build your resilience and independence

Job Outline

This is an exciting opportunity to join a growing NHS charity at a pivotal time and play a key role in helping us make a real difference to patients, families, and staff.

As Fundraising Lead, will act as a specialist professional, leading on the development and delivery of the Charity's engagement and communications activity that supports the Charity's strategic objectives, reputation and profile. The role will provide expert advice and delivery across campaigns, partnerships and stakeholder engagement, ensuring the Charity's messaging is consistent, impactful and aligned with Trust and Charity branding and values.

You will support the development and delivery of a varied and ambitious fundraising programme. This is a hands-on role, ideal for someone with experience in fundraising, charity events, or income generation who is looking to take the next step in their career.

You will be responsible for delivering a programme of income generation and engagement events, helping to grow support and raise awareness of the Charity across the region. This includes building partnerships and creating meaningful opportunities for people and organisations to get involved.

You will be involved in a wide range of activities – from writing funding bids and supporting major campaigns, to delivering events and building relationships with supporters, clinicians, and partners. No two days will be the same.

Working closely with the Head of Charity, you will help grow income, develop new opportunities, and ensure our supporters feel valued and connected to our work.

Key Responsibilities

Fundraising, Events & Income Generation

- Support the delivery of a broad and engaging fundraising programme to help grow income for the Charity.
- Plan and deliver a programme of income generation and engagement events, ensuring they are well-organised, impactful, and aligned with the Charity's priorities.
- Identify and develop opportunities across different income streams, including grants, community fundraising, corporate partnerships, and individual giving.
- Write and submit funding applications and bids and help manage reporting back to funders.
- Work with colleagues across the organisation to develop strong cases for support for projects and services.
- Help manage and track fundraising opportunities through a central pipeline.
- Build positive, lasting relationships with donors, supporters, and partners.
- Support creative ways to engage supporters and encourage long-term involvement.
- Research and help develop partnerships with local businesses and organisations to support both income generation and engagement.
- Play an active role in widening awareness of the Charity across the region through events, partnerships, and outreach opportunities.
- Contribute to a varied programme of fundraising and engagement activities.

Campaigns & Projects

- Support the delivery of major campaigns and exciting new projects, including working with the fundraising partners, Addenbrookes Charitable Trust and the University of Cambridge, on the £100m Cambridge Children's Hospital Campaign.
- Lead on major campaigns, ensuring clear objectives, audience targeting, messaging frameworks and evaluation measures are in place.
- Ensure activity supports long term reputation building and public understanding of the Charity's impact, not solely short-term income generation.
- Produce high quality written and visual communications content suitable for a range of audiences, including the public, partners and senior stakeholders.
- Contribute to planning future fundraising activity in line with the Charity's goals.
- Help develop and deliver a regular giving programme to grow and retain supporters.
- Support the introduction of new initiatives, such as a charity lottery.
- Work with internal teams and external partners to help deliver funded projects successfully.
- Build links with community groups and organisations to grow local support.

Stakeholder Engagement & Representation

- Represent the Charity in focused forums and partnerships, acting as a friendly and enthusiastic ambassador for the Charity.
- Build strong working relationships with a wide range of people, including patients, clinicians, donors, and community partners.
- Represent the Charity at events and engagement opportunities, helping to raise its profile and impact.
- Communicate in a way that is professional, compassionate, and respectful at all times.
- Ensure all activity complies with Trust and Charity communications policies, branding guidelines and best practice in public relations.

General Duties

- Support the Head of Charity and step in when needed.
- Work closely with the wider Charity team to deliver activities and provide mutual support.
- Help maintain accurate supporter records in line with data protection requirements.
- Contribute to a positive, collaborative, and well-organised team environment.
- Ensure fundraising activities follow relevant guidance and best practice.
- Undertake other duties appropriate to the role.

Additional Information

This role does not involve delivering patient care, but you will have contact with patients and service users. You will be expected to communicate with empathy, professionalism, and respect always.

Equality & Diversity

The Trust is committed to equality and diversity and works hard to make sure all staff and service users have access to an environment that is open and a free from discrimination.

As a Trust we value the diversity of our staff and service users, and therefore recognise and appreciate that everyone associated with the Trust is different and so should be treated in ways that are consistent with their needs and preferences.

All staff are required to be aware of the Trust's Equality and Diversity Policy and the commitments and responsibilities the Trust must:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

We firmly believe that it makes good business sense to have a workforce representative of the communities we serve and so encourage applications from all sections of the community.

To be noted:

- This is not an exhaustive list of duties and responsibilities, and the post holder may be required to undertake other duties, which fall within the grade of the job, in discussion with the manager.
- This job description will be reviewed regularly in the light of changing service requirements and any such changes will be discussed with the post holder.
- This post is subject to the Rehabilitation of Offenders Act 1974 (Exemption Order 1975) and as such it will be necessary for a submission for disclosure to be made to the Criminal Records Bureau to check for previous criminal convictions. The Trust is committed to the fair treatment of its staff, potential staff or users in line with its Equal Opportunities Policy and policy statement on the recruitment of ex-offenders.

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Person Specification

Criteria	Essential	Desirable
Education / Qualifications	Educated to degree level (or qualification of similar standing) or with equivalent professional qualification and/or experience.	Professional fundraising qualifications.
Experience	- Significant recent and relevant fundraising experience - Demonstrable evidence of success/impact in a professional fundraising capacity - Experience of project management - Demonstrable experience of Trust and Foundation fundraising, and/or ability to demonstrate history of securing successful project/grants/campaign funding. - Experience of working on a mass-participation fundraising and/or marketing campaign and/or bespoke communications. - Demonstrable experience and working knowledge of excellent donor care and stewardship and/or customer service. - Corporate fundraising and/or major donor fundraising experience - Ability to building positive relationships with a wide range of stakeholders. - Managing multiple and sometimes conflicting priorities in an efficient and effective way. - Ability to work to deliver strict deadlines.	- Fundraising in an NHS and/or healthcare charity. - Project Management experience

Skills & Abilities	• Strong communication skills, both written and oral. The ability to write copy/create communications for a variety of media, settings, and audiences. • Ability to work with a high degree of accuracy and attention to detail. • Ability to convey complex information clearly and concisely to a wide range of audiences, tailoring to their needs. • Proactive and self-motivated – this role will see you independently lead several high-profile projects. • Good IT and digital skills: ability to use all MS Office programmes to a high level; ability to use a website CMS, social media and photo/videography software. • Proven ability to multitask and prioritise workloads with autonomy. • Ability to work and stay calm under pressure. • Ability to communicate in sensitive situations	• Experience using design software • Experience using Blackbaud software programmes
Knowledge & Understanding	• Knowledge/experience of the NHS, charity, or healthcare sector, including understanding of mental health and long-term physical health conditions.	• Understanding of NHS charities. • Knowledge of best fundraising practice.

The Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. The Trust believes in treating everyone with dignity and respect and encourages applications from all sectors of the community. We guarantee an interview to candidates with disabilities who meet the minimum essential criteria.