

# Head of Fundraising



**Weston  
Park**

Cancer Charity

Together at every step.

## Working here

<b>Position:</b>	Head of Fundraising– Grade 7
<b>Reporting to:</b>	Deputy CEO
<b>Responsible for:</b>	Fundraising team
<b>Job location:</b>	Primary base Weston Park Cancer Charity Hub, Whitham Road or Weston Park Cancer Support, Northumberland Road, Sheffield with some at home working.  Event site working as required across South Yorkshire with occasional national events.
<b>Hours:</b>	37.5 per week  This post will include weekend and evening work throughout the year. The charity offers an excellent Time In Lieu policy and/or pay for events outside of your normal working hours.
<b>Salary:</b>	£55k (negotiable for exceptional candidate)
<b>Contract length:</b>	Permanent

## What we do

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For one in two of us, cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advice and support are for you and the people close to you, helping everyone to live with and beyond cancer. The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre. It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together every step.

## What you do

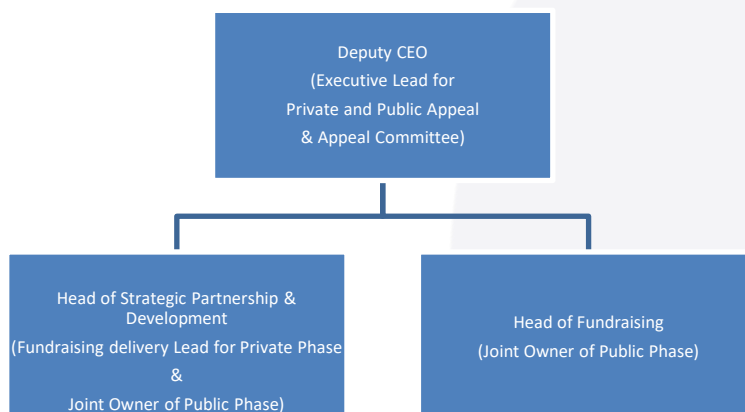
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### Main purpose of post

To build a high-performing fundraising team to drive and stabilise significantly increased fundraising performance across a range of income streams. The post holder will lead the development and delivery of an ambitious and data driven fundraising strategy to successfully deliver Weston Park Cancer Charity's vision.

You will be instrumental in the development and delivery of a major 5 year charity appeal. The appeal will raise the funds to enable a step change in our support of Weston Park Cancer Centre and the impact we have for people affected by Cancer in our region. The appeal forms the basis of the charity's overall 5 year fundraising strategy.

### Appeal Structure & Accountability:



### Key Responsibilities

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#### Leadership

- Champion fundraising across the organisation.
- Be an inspiring ambassador for Weston Park Cancer Charity and ensure this is reflected in the strategies, outputs, and behaviour of the fundraising team.
- Actively contribute to leading Weston Park Cancer Charity as a member of the Leadership Team.
- Work closely with the Leadership Team to ensure that appropriate processes and systems are in place across the organisation, including delivery against KPIs.
- Attend and actively participate in relevant Board Committee meetings providing updates, necessary reports, and feedback on the charity's fundraising.
- Lead cross-organisational projects in line with organisational strategy and direction.
- Build strong working relationships with colleagues across the organisation at all levels, adopting and encouraging a collaborative working approach.
- Keep abreast of, understand, clarify, and implement new or changes in relevant thinking and legislation, especially those directly affecting fundraising.
- Monitor and manage risk in accordance with the charity's risk management policy.

#### Fundraising

- Lead the development and delivery of an ambitious and data driven fundraising strategy across a range of income streams to successfully deliver the charity's vision
- Collaborate with the Head of Strategic Partnerships and Development to deliver the public phase of a 5 year major fundraising appeal
- Build and inspire a high-performing and results-oriented Fundraising Team focused on delivering sustainable income to maintain and build on recent organisational growth.
- Ensure that fundraising is supported by appropriate business/activity plans, and sound financial plans and budgets; and that performance is regularly monitored and evaluated against plans and budgets.
- Set, monitor, and deliver annual income and expenditure targets.
- Foster a culture of ambition and innovation and support the team to research, develop, and implement new fundraising approaches to recruit new donor groups across all income streams.
- Drive change and implement new ways of working across fundraising and the wider organisation in support of fundraising effectiveness.
- Manage relationships with key supporters and stakeholders and attend meetings and networking events to unlock new opportunities.

- Strengthen and build on existing supporter relationships, ensuring that all supporters receive a first-class experience.
- Support the team to develop professional and engaging fundraising materials including fundraising propositions, applications, proposals, appeals, pitches, and reports.
- Take overall responsibility for fundraising compliance and ensure that in all relevant areas, the charity complies with the law, regulation, and stakeholder and contractual obligations with third parties.
- Collaborate with the Data Manager to maintain oversight of the supporter database to ensure integrity, legal compliance, and generation of appropriate insight to support delivery of income growth.
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### Fundraising Development

- Work with the Head of Strategic Partnerships and Development, external advisor(s), commissioned agencies and the appeal committee to deliver a multi-year major fundraising appeal
- Work with the Legacy and In Memory Fundraising Manager to deliver and implement a legacy pipeline and growth in In-Memory giving income
- Work with the Individual Giving Fundraising Manager to deliver and implement a strategy which prioritises both the retention and acquisition of new donors, enhances the use of digital products, platforms, and channels and delivers the highest standard of supporter care and donor stewardship.
- Lead on the introduction of a charity lottery.
- Work with relevant colleagues to deliver a new strategy and plan which prioritises deepening and strengthening existing relationships and building a strong pipeline of new prospects to deliver multi-year funding from major donors, high profile supporters, trusts, foundations, and companies.
- Support the Data Manager with the adoption and use of Raisers Edge NXT CRM to effectively support data-driven decision making and relationship management to generate supporter insights in support of increased fundraising.

### Brand and Marketing

- Working in collaboration with the Deputy CEO, Marketing Manager and external agencies in the development and delivery of an integrated marketing and communications strategy that is driven by audience insight.
- Foster a strong working relationship between the fundraising and marketing team to inspire high-performance and results-oriented marketing to build a community of supporters by delivering a seamless supporter journey that promotes the charity's work and delivers greater income generation.
- Empower the fundraising team to successfully deploy our brand.
- Work in partnership with the Marketing Manager to ensure content is up to date, factually accurate and to manage reputational risk.

### People Management

- Create a high-performing team that is ambitious and passionate about Weston Park Cancer Charity's vision.
- Provide line management to direct reports, setting, and monitoring individual performance objectives and motivating the team to be innovative and professional in its thinking and delivery.
- Ensure all fundraising staff receive consistent and motivating direction and feedback to enable them to work to the best of their ability.

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### General Responsibilities:

Every employee is required to:

- Adhere to, and comply with, organisational policies, procedures and guidelines at all times.
- Take all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
- Comply with the organisational policy on confidentiality, and the General Data Protection Regulations
- Respect the confidentiality and privacy of donors, guests and staff at all times.
- Maintain a constant awareness of health, welfare and safety issues affecting colleagues, patients, volunteers, visitors and themselves.
- Participate in personal and organisational training and development and performance framework meetings

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

### Who you are


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We are seeking a highly motivated individual who shares our values to join Weston Park Cancer Charity's busy charity team. Our Head of Fundraising will play a vital part in our team and help us to deliver our vision: a better life for those living with, and beyond, cancer in our region. If you are interested in being part of an organisation which makes a real difference to the lives of thousands of people, we'd love to hear from you.

### About you

- You are ambitious and a strategic leader with a strong track record of growing income from a range of audience groups.
- You are passionate about people and place: you want the best outcomes for people in South Yorkshire living with and beyond cancer
- You lead with compassion and authenticity, always having positive regard for your team, colleagues and people connected to the charity
- You combine strong interpersonal skills with sound data-driven curiosity
- You are at your best when you collaborate and you role model this to others
- You understand that income growth comes from inspiring with impact and excellent relationship management
- Act as an ambassador for Weston Park Cancer Charity, reflecting the objectives and values, and to always work in the best interests of the charity.
- Support and encourage harmonious internal and external working relationships


## Our Total Rewards Package




**Our Total Rewards Package**

At Weston Park Cancer Charity we have set out to create the best life for everyone living with and beyond cancer; our staff are an important part of making this happen.


These are just some of our key benefits, depending on the role and eligibility.




**Annual leave**  
27 days (plus bank holidays) annual leave. Option to purchase additional five working days per year.




**Pension**  
A minimum 4% employee / 6% employer contribution through our Auto Enrol private pension scheme.



**Health scheme**  
Westfield Health level 4 coverage.



**Maternity/paternity**  
12 weeks maternity leave at 100% pay and an additional six weeks at 50%. Up to two weeks full paternity pay.



**Additional rewards**  
We also offer hybrid working, death in service cover and NHS benefits, along with other rewards.

Find out more and apply to join our team at [westonpark.org.uk/join-the-team](http://westonpark.org.uk/join-the-team)

## Person Specification

### Methods of Assessment:

A = Application

I = Interview

R = References

T = Test/Presentation

C= Certificate

	Essential	Desirable	Assessment
<b>QUALIFICATIONS</b>			
Educated to degree level or equivalent	X		A/I/R/T
Diploma in Fundraising or evidence of equivalent Continuous Professional Development	X		A/I/R/T



## Head of Fundraising

Significant knowledge and understanding of all aspects of fundraising including philanthropy, partnerships, individual giving, and legacy giving.	X		A/I/R/T
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In-depth and up-to-date knowledge of charity law, fundraising regulations, standards, and best practice.	X		A/I/R/T
High level of competence in CRM software and social media.	X		A/I/R/T
Extensive relevant experience and a proven track record of delivery of income growth across multiple fundraising channels in a fast-paced and rapidly changing context.	X		A/I/R/T
Knowledge and/or experience of fundraising through direct marketing, trusts and foundations, corporates, major donors, challenge events, community fundraising, and digital marketing.	X		A/I/R/T
Experience of relational databases and of analysing and presenting data to make informed decisions.	X		A/I/R/T
Experience engaging and stewarding relationships with donors at all levels.	X		A/I/R/T
Proven experience producing successful proposals for large scale projects.	X		A/I/R/T
Proven experience producing successful proposals for large scale projects.	X		A/I/R/T
Experience planning, prioritising, and managing multiple projects simultaneously from start to finish.	X		A/I/R/T
Experience in strategic planning, budgeting, and forecasting.	X		A/I/R/T

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Experience managing staff across different fundraising areas.	X		A/I/R/T
Experience working at Leadership Level and reporting at Board/Trustee level.	X		A/I/R/T
Significant gravitas and an excellent networker, communicator, and influencer who is at ease and skilled in representing and promoting an organisation with different audiences, at different levels and in different contexts.	X		A/I/R/T
Highly proactive and effective at collaborating with others, building relationships and partnerships.	X		A/I/R/T
Excellent judgement, including in balancing short and long-term priorities, focusing on key issues, and identifying and managing both opportunities and risks.	X		A/I/R/T
Excellent project management, budget and forecasting management, and resource control skills.	X		A/I/R/T
Persuasive communication skills with the ability to present ideas and issues clearly and coherently.	X		A/I/R/T
Competent driver with full clean driving license	X		A/C

## How to apply

**Closing date:** Monday 20<sup>th</sup> May 2024 @ 9am

**Interview date:** 1<sup>st</sup> Interviews: Monday 3<sup>rd</sup> June 2024

2<sup>nd</sup> Interviews: Friday 7<sup>th</sup> June 2024

**Application format:** Please send a CV and covering letter demonstrating that you have read the job description / person specification and how you meet the essential and (where relevant) desirable criteria for this role. This can include skills, training, membership of professional bodies and experience. The covering letter will

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form a key part of the recruitment process and you should demonstrate your suitability for the role in no more than two pages.

Weston Park Cancer Charity is committed to promoting equality of opportunity and values diversity of culture among our staff. All applications are anonymised as part of the selection process, so please do not forward any documents in PDF format.

**Apply to:**

**[HR@wpcancercharity.org.uk](mailto:HR@wpcancercharity.org.uk)**