

Major Appeal Project Manager

We are looking for a talented leader, with a background in campaign or fundraising appeal delivery, to project manage our large scale and ambitious fundraising appeal to help beat blood cancer.

The Major Appeal Project Manager will be responsible for supporting the development of the appeal, working with colleagues across the organisation on all aspects of the planning and delivery, to ensure a strategic, joined up approach that is efficient and effective. You will play a key role in driving forward the collective momentum of the appeal.

Alongside a track record of successful campaign and/or appeal delivery, ideally in a fundraising setting, you'll bring ambition, drive, and strong organisational skills to the role to help us be the generation to beat blood cancer.

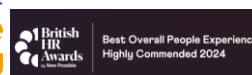
We offer a truly agile and flexible working environment alongside other excellent benefits including 5 wellbeing days a year. If you're looking to work in a collaborative, supportive and ambitious fundraising team then we would love to hear from you.

We welcome applications for part time hours (minimum 28 hours), please state the hours you wish to work in your cover letter. This role is also open as a secondment opportunity for internal candidates who wish to apply.

The closing date for this exciting opportunity is: **midnight on Sunday 15 September 2024.**

Please note that we may bring the closing date forward at our discretion.

Blood Cancer UK values diversity and is an equal opportunities employer





WHY WORK AT BLOOD CANCER UK?

We started because of Susan, we'll get there because of you.

Blood Cancer UK was started by one family who lost their daughter, Susan, to blood cancer, and that history and sense of family continues to shape who we are today. When you join Blood Cancer UK, you don't just become an organisational employee – you become part of a collaborative community dedicated to funding research into beating blood cancer that includes some of the most inspiring people you'll ever meet.

And we're not that far away from beating blood cancer. We're confident we can do it within the next generation, and this makes us hugely ambitious and gives us a sense of real urgency. It also means we're changing quickly as an organisation as we constantly challenge ourselves and strive to become more and more effective. This pace of change means working here isn't for everyone. But if you're excited by the chance to work in a fast-paced, agile and supportive environment with the focus and ambition to beat blood cancer this could be the place for you!

We focus on results rather than time spent at a desk, so we deliver more for people affected by blood cancer.

Blood Cancer UK offers the chance to work for and with people affected by blood cancer, and the opportunity to advance your career and develop your skillset whilst taking on exciting new challenges and making your mark.

ABOUT US

We are Blood Cancer UK, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5th most common cancer and sadly it is the 3rd biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

OUR VALUES

Our values inspire us, and guide our decision making and actions. We will ask all shortlisted candidates about their connection to our values at interview stage, so please make sure that our values resonate with you before applying.

Striving for results:

We are determined, focussed on a clear vision. We are motivated, practical and passionate to do all we can to make the lives of those affected by blood cancer better and to ultimately find a cure for blood cancers.

United as a family:

We are one caring family. We work together to raise funds and awareness, to inform and look after people affected by blood cancer. We value each other's contribution. We work as one.

Standing in others' shoes:

We have empathy, we listen, we see things from the perspective of others. We take ownership to address issues and solve problems. We do all we can to help and support others.

Making knowledge count:

We are experts in our field. We share our knowledge and use our expertise to help get the best outcomes for those affected by blood cancer. We build understanding.

AGILE WORKING

Working agile means we changed from having a culture where people are expected to be in the office from 9am to 5pm to one where we're much more focused on what they deliver. We've built a positive culture where autonomy, trust, wellbeing and flexibility allow us to recruit and retain the very best people.

Above all, agile working is about treating people like adults. If you want to go to your child's assembly or a personal appointment and make up the time later, then fine. If you have a report to write and want to spend the day in a coffee shop because that's where you do your best work, that's fine, too.

Equally, there will be times when you'll put in extra hours during a busy period, and for some of us working in the office means we perform our roles to the best of our ability. We also have colleagues with roles which mean they hardly ever work in the office. Agile means we can all balance trust and autonomy with responsibility and accountability.

Underpinning this are our organisational agile principles, which are:

- We focus on delivering outcomes for people affected by blood cancer, whether that be in person or virtually
- We create spaces for our people to do their very best work
- We connect in person when it matters to deliver for people affected by blood cancer
- We provide collaboration and spaces for our staff, teams and supporters
- We make good use of virtual working
- We constantly review these principles and adjust them always making sure we continually deliver for people affected by blood cancer

Within each team, there are practical agile resources and principles, which give everyone a framework to make values based decisions on when and where they work from.

This approach means better work-life balance, making it easier for us to attract brilliant people, and to make sure that once they're here they want to stay. And becoming more focused on the results will mean we deliver more for people affected by blood cancer.

We work in an agile way because it will help us deliver more for people with blood cancer. This is because:

- We have the ability to make decisions about the most effective way to achieve our targets
- Agile working allows for better work-life balance = better recruitment and better retention of staff
- It supports diversity and wellbeing within the workplace – e.g. non-neurotypical employees, mental health, extroverts and introverts
- One size doesn't fit all! We're all different, with different strengths
- We want everyone who works at Blood Cancer UK to be able to thrive at work, and do the best work they possibly can

Please talk to us about this if you'd like to discuss how it might work for the role you are applying for, either before you apply, or as part of the application process. For the majority of our roles, you can choose whether and how often you work in our offices. Some roles will require travel to ensure you can fully deliver the role. This is specified in the role description below. As an organisation, we all meet up in person for our all-staff Away Days.

Travel expenses

For the majority of roles, your contractual place of work will be one of our offices. Very few of our roles require staff to work from an office, and so individuals are able to choose where they wish to live. For travel expenses purposes, this means that we do not pay for travel into your contractual place of work (your commute). And if you have to travel to another location for your role, you'd be able to claim the difference between a normal journey to your contractual place of work, and the new location.

Majority of our roles can be performed hybrid which means you will be required to **attend the office 6-8 day per quarter**. Travel costs to your contracted office will be at your own expense.

JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Major Appeal Project Manager	Location	London/Hybrid Expected travel for this role is: to meet external stakeholders as required, and approximately 6-8 on site meetings days quarterly
Contract Type	Fixed Term Contract	Contract Length	18 months with a possibility of extension.
Salary	£51k-£56k (dependent on experience)	Intended start date	ASAP

CONTEXT

Blood Cancer UK is embarking on an exciting and ambitious new strategy which strives to deliver the best possible treatments and care for people affected by blood cancer. A key part of the strategy is developing and delivering an exciting and ambitious fundraising appeal.

The Major Appeal Project Manager will manage the development and delivery of a new fundraising appeal for Blood Cancer UK. This role will work closely with the Executive Team, Philanthropy and Partnerships, Mission and Communications team as we launch an appeal to deliver transformational growth in our income.

This role will be central to managing the internal major appeal working group, appeal board as well as external agencies and will be responsible for supporting the development of the appeal, including proposition development, brand development and implementation planning.

The Major Appeal Project Manager will bring all the elements of the appeal development together to ensure a strategic, joined up approach that is efficient and effective.

KEY RELATIONSHIPS

Reports to	Head of Philanthropy
Line management responsibilities	N/A
<ul style="list-style-type: none"> Key relationships 	<p>Internal contacts:</p> <ul style="list-style-type: none"> Colleagues within the Partnerships & Philanthropy Team and Public fundraising and Legacies Colleagues in Finance and Mission Teams Executive and Leadership Team members Trustees, other senior volunteers and influencers <p>External contacts:</p> <ul style="list-style-type: none"> Appeal Board members External agencies Blood Cancer UK donors External sector contacts

MAIN RESPONSIBILITIES

Appeal development

- Produce an appeal project plan that ensures all teams, departments and individuals involved are clear on their roles, responsibilities and deliverables
- Drive the appeal planning, working closely with the Executive Team, Head of Philanthropy and Appeal Board, and managing the appeal budget
- Work alongside the internal appeal working group and ensure that all stakeholders are kept informed, agendas are relevant, notes are circulated and any decisions taken are recorded and the appeal plan is updated
- Work with colleagues across all areas of Fundraising, including the Philanthropy and Partnerships Team, to ensure the fundraising elements align with the appeal targets

- Work with the Engagement Team and external agencies as required to ensure that the appeal is supported by high quality collateral
- Drive forward the ambition of the appeal, identifying opportunities and proactively addressing barriers, and harnessing the collective momentum of the internal appeal working group

Appeal Management

- Co-ordinate and monitor the implementation of the appeal plan, activities, milestones and timelines and flag areas of concern and innovative solutions where appropriate
- Develop and manage a risk and issues log
- Establish an appeal reporting model that ensures progress against objectives is measured, that any risks or issues are raised at the earliest opportunity and that all stakeholders are given visibility of progress on areas that are relevant to them
- Produce regular reports for the Executive Team, Board of Trustees and the Appeal Board
- Ensure that all data is accurately recorded in the CRM system, and that reports can be easily produced.
- Supporting as needed with the development of appeal assets, including case for support, proposition and development of merchandise

Staff and Stakeholder Engagement

- Communicate the development of the appeal to internal audiences, ensuring the organisation it is kept up to date on progress
- Quickly build up excellent working relationships across the organisation and ensure internal stakeholders are fulfilling actions on time and in budget
- Be the initial point of contact for all appeal related enquiries from staff and stakeholders
- Coordinating training opportunities for stakeholders to learn more about the appeal, including our research community and people affected by blood cancer, to ensure inclusion of different communities in the appeal
- An ability to manage the relationship with external consultants when required
- Ensure key stakeholders are kept informed and up to date on progress, both within the department and outside

THINGS WE ALL DO

- Promote Blood Cancer UK's vision, mission and core values

- We're all fundraisers. This is slightly different for all roles, and your team will have fundraising KPIs and objectives we all work to
- Attend and assist at Blood Cancer UK events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Blood Cancer UK at any activity you attend
- All staff are expected to adhere to Blood Cancer UK's policies and procedures
- Do any other reasonable things your manager needs you to do
- We work in partnership with our community by actively involving people affected by blood cancer in the decisions we make about our work – what we do and how we do it

PERSON SPECIFICATION

Skills knowledge and experience
Excellent interpersonal and networking skills, with the ability to develop relationships senior colleagues and senior volunteers and able to work as part of a collaborative, successful team
Experience of large-scale project planning and management
Experience of working on a large-scale fundraising campaign or appeal (desirable)
Able to co-ordinate complex projects including the ability to manage conflicts, prioritise tasks, sequence activities and identify time-based deliverables.
Experience of using a CRM or other database to manage supporter information
Able to work well under pressure and be solutions focused
Experience of bringing together groups of people and forging solutions based environments
Able to work as part of a collaborative, successful team
Confident using data and insight to improve performance and make decisions
Fluent with digital collaboration tools to meet, share and collaborate with colleagues
A positive attitude to technology, insight and data, including an enthusiasm to use new technologies and ways of working to deliver team/individual objectives
Understanding of personal data under the principles of GDPR

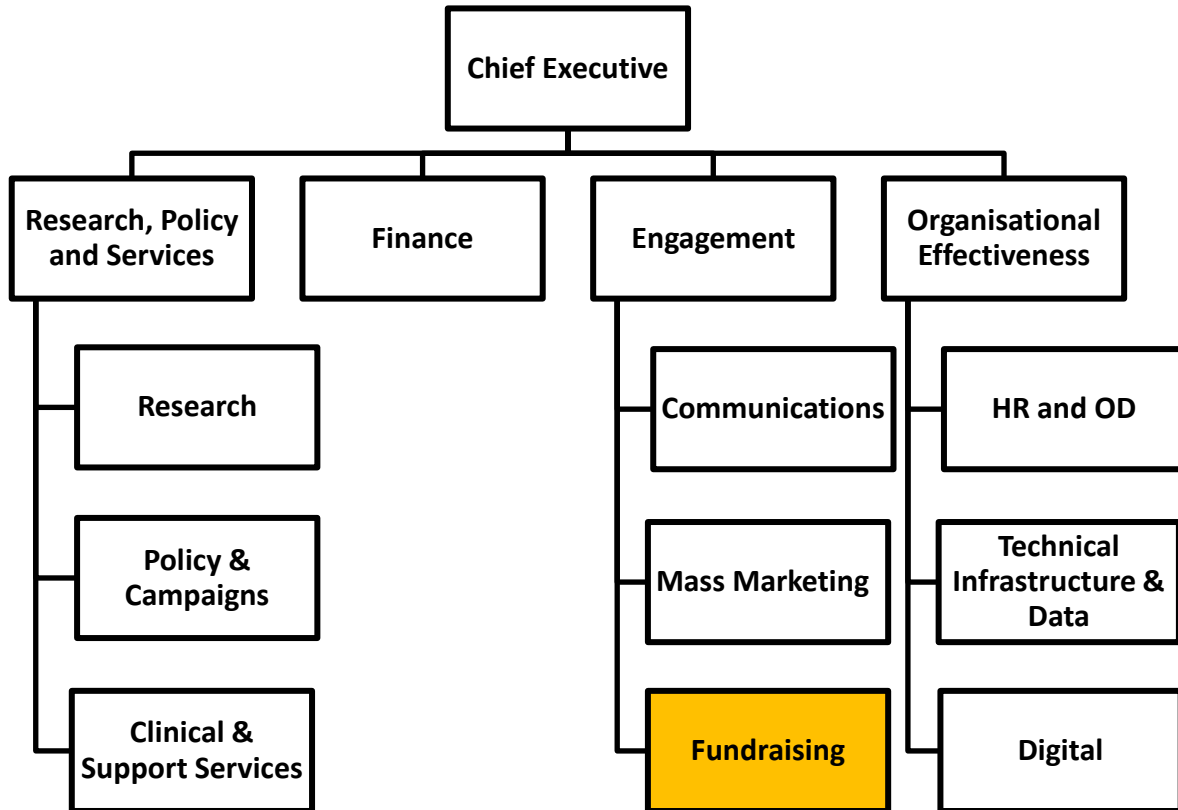
We are committed to actively promoting equality, diversity, and inclusivity. Read our statement which reflects our strong drive to change in this area:

<https://bloodcancer.org.uk/about-us/equality-diversity-commitment/>

To this end we would welcome approaches from individuals from underrepresented groups, including minority communities, and applicants with a disability, to better reflect the community we serve and help broaden our perspectives.

THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Blood Cancer UK, here is a simplified organogram.



SHORTLISTING AND INTERVIEWS

Blood Cancer UK is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. If you're shortlisted for a role, you'll receive an invitation to the next stage, which might be either a telephone interview, or a face-to-face interview. We'll send you all the details you need. We usually have a maximum of a three-stage process if you're shortlisted.

We're a part of the disability confident scheme and will guarantee to interview candidates with a disability whose application meets the minimum criteria of the role as detailed under the person specification.

If you require any reasonable adjustments to be made as part of the application process, please email us on recruitment@bloodcancer.org.uk and we'll discuss this further with you.

We'll always let you know the outcome of your application. We'll also always give feedback to anyone who is shortlisted and interviews with us. Usually, we're unable to provide feedback to anyone who doesn't get to interview stage.

To apply:

We ask you to send us a CV and cover letter via our recruitment system. The link is on our vacancy page. In your cover letter, we'd like to know why you're interested in working with us at Blood Cancer UK. It's also helpful if you tell us why you think you are a great candidate for this role. Your cover letter doesn't have to be too long, 1-2 pages is ideal.

We use a blind shortlisting process for initial applications. This means that when you apply, the hiring manager cannot see any of your personal details, for example, your name, your contact details, or any equality and diversity data that you provide. Our recruitment system takes care of this, so you can just upload your CV as normal. It's easier for our system to read CVs which don't have any additional formatting. So if you can, avoid adding symbols, or pictures into your CV.

FOR FURTHER INFORMATION ABOUT US

See our website www.bloodcancer.org.uk

THE GOOD STUFF WORKING AT BLOOD CANCER UK

Apart from all the hard work we do, there are some really good benefits to working at Blood Cancer UK. Here are just a few:

<p>Annual leave Entitlement is 30 days per year, in addition to bank/public holidays. In addition, we all have an annual entitlement of five wellbeing days per person.</p>	<p>Personal development Development is really important to us and there are a variety of options available to staff at Blood Cancer UK.</p>
<p>Family leave We offer enhanced pay during maternity, paternity and shared parental leave.</p>	<p>Interest free season ticket loan We pay for the ticket and you repay the money out of your monthly salary.</p>
<p>Pension When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p>Agile working We value results and outcomes and support this with an agile working policy. Where and when you work is managed by you.</p>
<p>Employee Assistance Programme Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p>Ride2work scheme This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p>Life assurance Although we don't like to think about it, should something happen to you while working for Blood Cancer UK we have life assurance for staff.</p>	<p>Interest-free loan This allows you to take an interest-free loan of up to £1,000, and repay this over up to 12 months through your monthly salary</p>