



## **Associate Director of Local Fundraising**

### **Candidate Information Pack**

Job Purpose

**Location:** Remote working with regular travel to London and across UK Reports.

**Salary:** £70-£75k per annum.

**Reports to:** Director of Fundraising.

## Job Purpose

This role will lead our local fundraising operation, ensuring we maximise the value from our local relationships. The primary focus of this role is to maximise the net contribution from local fundraising but it will also drive community awareness and engagement with Marie Curie. With all local relationships managed by your teams you will be able to ensure supporter have a connected, seamless experience. And ensure we maximise the value of each supporter. You will also ensure that you connect with Retail, Local comms team and local Caring services and Policy teams.

We have ambitious financial growth targets and need to drive net contribution, engagement and awareness if we are to achieve our fundraising ambitions and thus our service growth goals.

Managing a team of over 100 people and having responsibility for over £20 million Income, the recruitment of legacy prospects, the delivery of our fundraising events and the strategic approach of supporter facing volunteers, this is a key role for Marie Curie.

Marie Curie's Place based approach is key to it meeting its Caring service and Policy goals. This role will ensure that local supporters have an incredible, aligned experience. That supporters feel they are dealing with one organisation and want to maximise the contribution they can make. Internally the role will make sure that there is one aligned plan for local fundraising, that we are able to maximise the return from our fundraising efforts and work seamlessly across the organisation.

The role will lead and co-ordinate all fundraising that involves local relationships, ensuring there is an aligned plan, that prioritises key activities, ensures a coordinated approach with other teams working in the local space – including other fundraising teams, Caring services, Business development, Retail, Mar Comms etc.

The Fundraising teams based in communities across the UK are responsible for raising money, driving Legacy sign ups, building event participation and profit and growing awareness and engagement of the need for and impact of our work amongst supporters and people who have the potential to support to Marie Curie.

The team works as part of a wider Income, Innovation and Engagement directorate to grow income and strengthen our voice across the UK, as the leading end of life care 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 aims to shift towards building integrated place-based end of life services, the fundraising teams will work closely with regionally based colleagues across the organisation to optimise local knowledge, presence, relationships and impact.

## Job Summary

The Associate Director will lead the team and work across the organisation to lead, develop and manage Marie Curie's long term local places fundraising strategy.

The team comprises of 4-line reports, Community fundraising, Events, Local Legacy and Volunteering, The role is responsible for delivering circa £20m of annual income and for driving awareness and community engagement with Marie Curie. This is a pivotal role, reporting directly into the Director Fundraising and representing Local fundraising in communities across the whole organisation.

This role will deliver a joined-up, collaborative and holistic strategy and approach, maximising fundraising opportunities for Marie Curie across the UK. Building on existing success, the postholder will be responsible for

developing an integrated strategy, team, philosophy ultimately focused on delivering income growth. You will identify and optimise opportunities, working across teams, as well as providing excellent stewardship, relationship management and developing new initiatives to grow our long-term supporter base.

## Key Relationships

### External

Nurturing of key relationships with supporters; corporate partners, senior volunteers, fundraising groups, Heads of Department in other charities, senior staff in agencies, consultancies and other bodies.

### Internal

Directors of fundraising and retail; Executive Director of IIE; Fundraising and Engagement Heads of Departments and teams including Legacy and In Memory Giving; Philanthropy and Partnerships; Mass Fundraising; Caring Services; Internal Communications; Policy and Public Affairs; Communications & Marketing; Fundraising compliance and legal; Supporter Relations and Operations teams. Business partners with Technology, Finance and HR;

## Accountabilities (Duties & Responsibilities)

### Delivering income and managing fundraising growth

- Develop and implement an integrated fundraising strategy across all fundraising disciplines for all places, with integration across all regions and nations in line with our UK strategy
- Through an aligned strategic approach ensure we maximise the results for Community, events and legacy fundraising. But also support and deliver strong environments for Face to Face fundraising, P&P, In Mem, and Mass fundraising at a local level.
- Manage a circa £20m annual income budget and circa £9m expenditure budget. Identify tactical and strategic opportunities to increase income and net contribution in the short and long term to increase return on investment for Marie Curie as a whole.
- Create 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.
- Measure and report performance against the strategy and plans and identify resource requirements and liaise and negotiate with Fundraising and other teams and operational support to ensure adequate support and resources are available to deliver the strategic priorities.
- Manage expenditure to maximise net contribution, continually negotiating with agencies and suppliers to ensure we achieve our targets for delivering value for money.
- Monitor, regularly review and reforecast income performance versus targets and develop operational plans to deliver agreed targets to optimise income opportunities and mitigate risks. Undertake further analysis as required, and adjust focus, plans and resource where necessary to ensure success.
- Work in close collaboration with the fundraising Data and Insights team and other stakeholders to develop insight to drive decision making on investment, analyse performance and return on fundraising and marketing investment.
- Be the acknowledged expert and represent fundraising in Places across Marie Curie. Advise and coach the team and develop the knowledge and understanding across the organisation so we can optimise fundraising opportunities and address challenges.

### Audience focused approach

- Optimise the recruitment, development and retention of Marie Curie supporters by leading an audience focused approach and culture across regions/ Nations across the UK, working closely with colleagues in order 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 including corporate; individuals; volunteers and groups and trusts and foundations

- Optimise Marie Curie's local presence to build awareness of the importance of giving to Marie Curie, working with FCSI, Caring Services, Marketing and Communications teams to build a compelling case for support and demonstrate local impact
- Lead and support the Events, and Local Legacy Giving to develop and deliver a broad programme of sector leading events and virtual events to increase participation, engage supporters, and grow income. Support the Special Events to deliver strong results in regions and nations
- Working in close collaboration with the Philanthropy and Partnerships team, lead the team to develop new and build existing relationships with corporate partners at a UK, nation and community level. Build a strong new business pipeline and develop robust plans to deliver mutually beneficial partnerships that add value to Marie Curie through delivering income, expertise, reach and impact.
- 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 closely with the Legacy and In Memory giving team to ensure the fundraising team across the UK are confident and equipped to promote gifts in wills and support people giving in memory of a loved one.
- Provide guidance and support to the Mass Giving teams, sharing local knowledge and expertise to help uplift response through these channels and ensure an integrated approach.
- Ensure that 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**

- Lead the team to develop and deliver supporter journeys for key fundraising audiences delivering the best possible relationship management and stewardship to retain and grow existing relationships, ensuring Marie Curie remains top of mind, relevant and a cause that people want to continue 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 effective stewardship with high- quality materials.
- Ensure that all supporters are receiving the highest standard of supporter care by developing and regularly reviewing processes and standards with the support and data teams.

### **Leadership and culture**

- 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 the talent within your team to build resilience and depth and actively commit to training, development and succession planning.
- Work across the organisation to bring people together around the supporter to increase income, value and impact.
- Work with senior stakeholders in Caring Services to create a culture which enables fundraising to thrive in communities across the UK. Identify and promote opportunities to engage Caring Services staff, patients and their families and local communities so they understand the vital role voluntary income plays in delivering our work.
- Work in partnership with other Heads of Fundraising –and other function heads to develop and implement plans to engage local communities.
- Share knowledge and expertise and build a team that is capable of innovating flexing and adapting as the environment dictates and opportunities arise
- Embed a culture of one team, one target, sharing and maximising opportunities, encouraging collaborative working across regions and nations, the Fundraising and Engagement Directorate and with the charity as a whole.

### **Fundraising operations**

- Ensure the organisation maintains a detailed understanding of the risks, rules, regulations and legislation that govern income generation in the devolved nations.

## Other

- Visibly live the charity's values, including our commitment to diversity and inclusion
- Lead or participate in Marie Curie wide projects as required from time to time
- Develop appropriate risk management plans in order to effectively identify, manage and monitor significant risk across the organisation, 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
- Adhere to all Marie Curie policies and procedures at all times
- 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.

## Person Specification

### About You

The postholder will have a proven track-record in managing large high performing, geographically dispersed teams focused on relationship and income delivery. They will be able to lead teams who focus on Legacy sign ups, Event participation or community fundraising and will have achieved growth in performance and income. You will have experience of embedding strategic thinking and planning, and an ability to clearly articulate a strategic direction and engage others to create shared ownership of the plans.

The post holder will be a tenacious, results driven, self-starter who thrives on identifying new opportunities and knows how to build relationships and experiences to deliver long term value and support.

You will be a credible and experienced senior leader and will work closely with the IIE leadership teams and stakeholders across the organisation to build long term and sustainable income growth.

An excellent communicator, passionate about our work and able to represent fundraising at the highest levels. You will have experience of developing strategies to build new relationships, increasing income or revenue, and improving retention of existing supporters or clients.

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.

## **Essential Criteria**

### **Skills and abilities**

- Strong strategic thinking across multidisciplinary teams.
- Strong ability to utilise Data and insight to deliver and review bold ambitious strategies.
- Excellent leadership skills, building and leading teams and leading through others. Coaching and developing teams to drive high performance.
- Able to prioritise and manage team workload.
- Excellent numerical skills and ability to prepare financial information, budgets and forecasts, and discuss and present complex analysis. Excellent negotiation, communication and interpersonal skills - able to communicate with passion, authority and gravitas.

### **Knowledge**

- Excellent understanding of fundraising or sales and marketing strategies to drive income/revenue
- Expert in fundraising and marketing, or similar in a commercial context, including development of new business and relationship management.
- Understanding of how to utilise a database effectively for direct marketing purposes.
- Experience of developing both annual operational and three-year strategic plans, balancing in-year activity with sustainable long-term pipe line development.
- Experience in budgeting, forecasting, KPI monitoring and analysis
- Experience in developing creative and innovative solutions and digital marketing.
- Experience working with volunteers and engaging local communities.

### **Qualifications/ Education/ Training**

- Evidence of a commitment to continued professional development.

### **Experience**

- Senior leadership experience in a fundraising or commercial environment to increase voluntary income or revenue.
- Significant team management experience.
- Experience of performing well under pressure across a broad range of activities.
- Co-ordinating multiple projects and delivering to tight deadlines.

### **Other requirements**

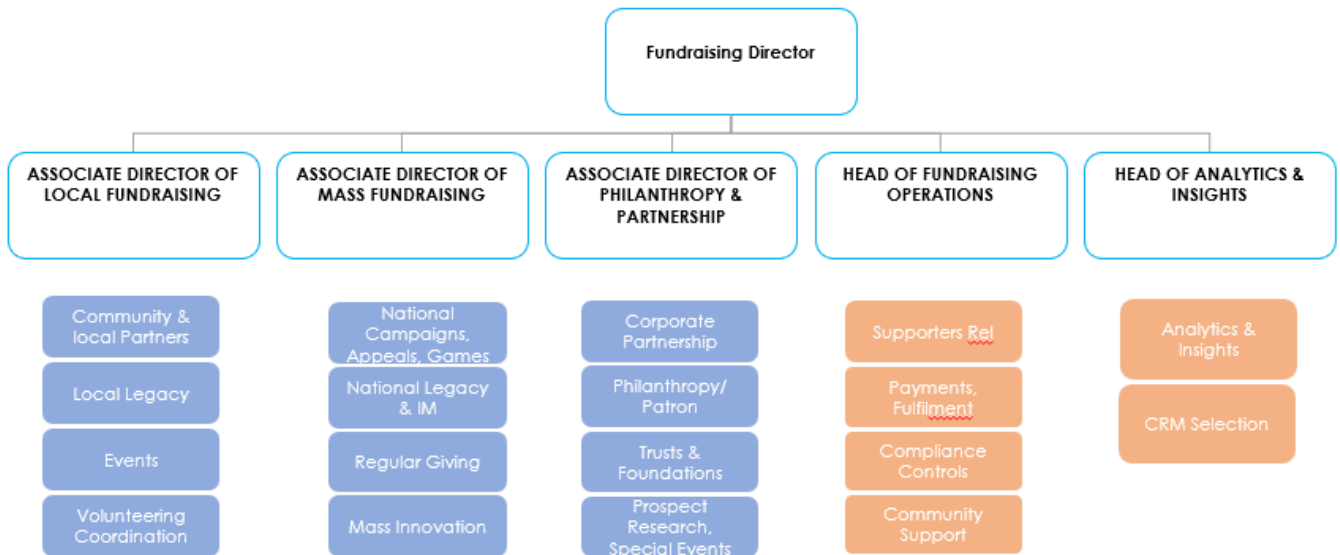
- Resilient, agile and able to work at pace and lead through ambiguity. Flexible, collaborative and willing to cover for other team members as required.
- Passion and conviction for the cause to inspire others and foster commitment.

## Desirable criteria

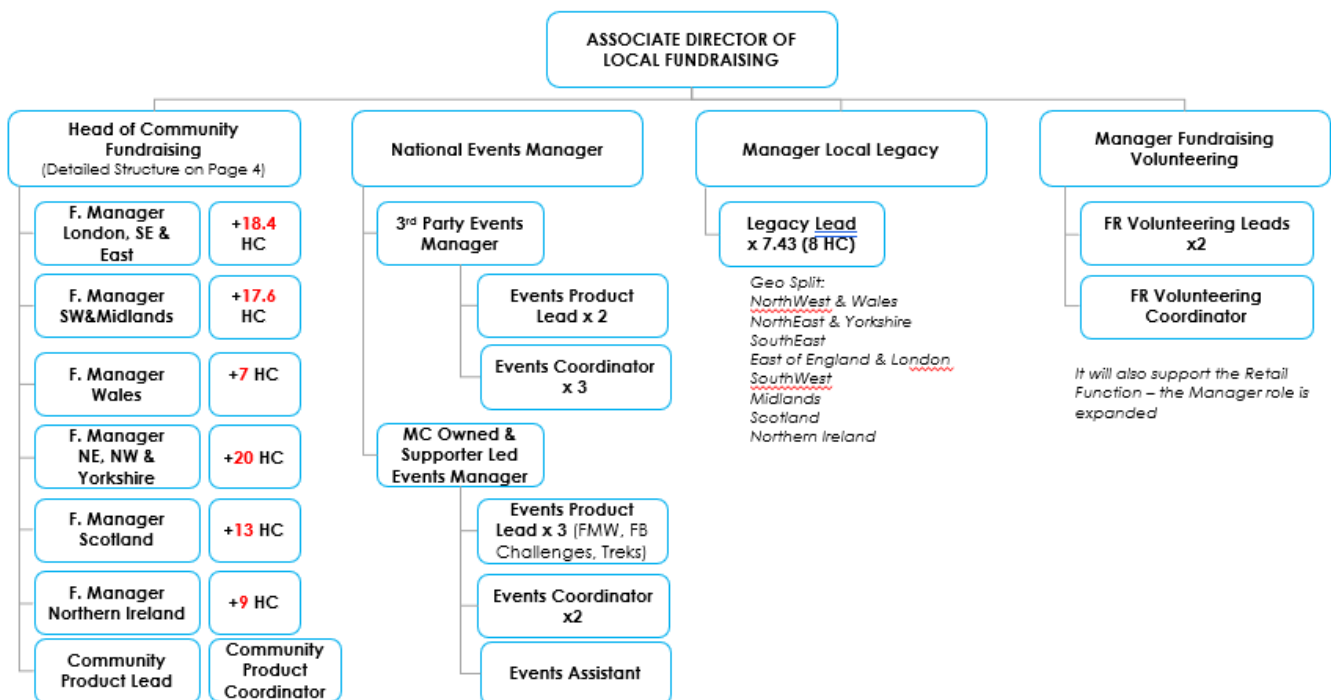
- Understanding of the rules, regulations and best practices across fundraising.
- Charity and commercial experience.
- Knowledge and understanding of fundraising and the end of life care sector.

## Organisation Charts

### Fundraising



### LOCAL FUNDRAISING



## How to Apply

Marie Curie is committed to its values, which underpin our work. We take stringent steps to ensure that the people who join our organisation through employment or volunteering, are suitable for their roles and are committed to safeguarding all our people from harm. This includes our staff, volunteers and all those who use or come into contact with our services. We are dedicated to creating not just a safe place to work but also a supportive and rewarding one.

We are committed to a world where everyone can thrive and fulfil their potential. We are devoted to the social justice imperatives and organisational benefits of full diversity, inclusion and equity in the workplace, and are a Stonewall champion. We actively encourage and welcome applications from candidates of diverse cultures, perspectives and lived experiences.

We're happy to accommodate any requests for reasonable adjustments – please let Suzie know below.

Please apply by submitting a copy of your Curriculum Vitae (CV), by clicking on this [link](#).

For any queries please contact Suzie Groves at [suzie@aawpartnership.com](mailto:suzie@aawpartnership.com).

Closing date: Monday 30<sup>th</sup> September, 9.00am

First round interviews will take place in the week commencing 7th October. For those progressing further, a second will take place in the week commencing 14th October.

**Please note we will be assessing applications as soon as they come in, so please apply early.**