

**Children with Cancer UK**  
Corporate New Business Manager  
Candidate Pack



Registered Charity Number: 298405  
Inaugurated by Diana, Princess of Wales  
Company limited by guarantee, Number: 4960054

## About Us

In November 1986, siblings Paul and Jean O’Gorman were both diagnosed with cancer, and both tragically lost their lives within months of each other.

On the day that 14-year-old Paul passed away, the O’Gorman family made him a promise to help other children and young people facing the same situation. Their first goal was to raise £100,000 for research and support. Since then, Children with Cancer UK has grown into one of the leading children and young people’s cancer charities in the UK.

In those 37 years, we've created better, kinder treatments, helped the public and the scientific community understand childhood cancer better, and raised over £300 million. That money has supported thousands of children and their families through treatment and beyond and funded over 300 research projects into the causes of childhood cancer and seen survival rates grow from 67% to 85.2% with fewer toxic side effects.

We are in a new phase of growth and are investing in our teams to expand our reach, grow our awareness and deliver greater income to ensure we can continue funding essential research into childhood cancer. Our vision is a world where every child survives cancer.

We also support families while they go through cancer treatment, and while they navigate life after it. How do we do this?

- By funding programmes that provide financial support for families facing childhood cancer, including expenses for accommodation and travelling to and from the hospital.
- By offering ‘amazing days out’, including trips to the circus and theme parks. Our activities offer some light relief from treatment, creating pockets of fun, joy and lasting memories of time spent together as a family, away from the hospital.
- By providing them with the tools, resources, and network they need to feel confident and empowered during this chapter of their life.

## **Brand Values**

Our brand values are not what we offer, but what we stand for. They're the beliefs and principles that we live by.

### **Commitment**

Our commitment and determination is unrelenting. We will work tirelessly, and we will not stop until every child survives.

### **Community**

We strive to create an inclusive community of patients, families, scientists, fundraisers, and anyone else who wants to join us. Every person is important, and our door is always open.

### **Collaboration**

Sharing key knowledge, information, and resources with others in our field increases the likelihood of curing cancer. When one of us wins, we all win.

## **Further information**

Useful Links:

Our Story

<https://www.childrenwithcancer.org.uk/about-us/who-we-are/our-story/>

Our Mission

<https://www.childrenwithcancer.org.uk/about-us/what-we-do/>

Our Impact and Success

<https://www.childrenwithcancer.org.uk/about-us/who-we-are/our-impact-and-success/>

## **JOB PROFILE**

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|------------------------|---|
| <b>JOB TITLE:</b>      | Corporate New Business Manager                |
| <b>CONTRACT:</b>       | Permanent, Full time.                         |
| <b>LOCATION:</b>       | 21-27 Lamb's Conduit Street, London, WC1N 3NL |
| <b>REPORTING TO:</b>   | Head of Public Fundraising                    |
| <b>DIRECT REPORTS:</b> | Corporate New Business Executive              |
| <b>SALARY RANGE:</b>   | £38,000 - £41,000                             |

### **Role overview**

This role plays a key part in our wider charities strategy to grow in stature and income. Your role will be driving new business to ensure that income goal target is achieved as part of a wider Corporate Partnership strategy.

Your role will require using a range of skills to seek out and secure new partnerships

You will work closely with the Corporate Account Manager as part of a wider Corporate strategy.

### **Key responsibilities**

1. Lead on New Business of Corporate Partners with income targets of over £25K
2. Identify, engage and cultivate prospective corporates

### **Duties and tasks to fulfil the key responsibilities**

- 1.1. Identify, research, engage and cultivate new prospective corporate partnerships.
- 1.2. Create proposals for pitches/presentations to potential corporate partners
- 1.3. Deliver relevant KPI and set agreements as part of New Business and wider Corporate Partnership team strategy.
- 1.4. Report on New Business pipeline and performance.
- 1.5. Deliver agreed income and expenditure targets.
- 1.6. Support the wider Corporate Partnership team, in particular the Account Manager via partner relationship management.
- 1.7. Collaborative with internal teams to build strong partnership proposals.
- 1.8. Build and maintain the new business pipeline on relevant CRM to maximise income generation.
- 1.9. To represent the charity at partner meetings, presentations and events.

## **Person Specification**

### **Qualifications**

#### **Experience Essential**

- Track record of New Business recruitment within the charity sector or experience gained in a relevant field.
- Excellent relationship building skills and an ability to work with a variety of stakeholders.
- Experience of dynamic pipeline approach that enables a core structure to develop bespoke opportunities within each potential partnership.
- Excellent project management and time management skills.
- Strong networking and relationship building skills.
- Experience of working on multiple projects with conflicting priorities and deadlines.
- Experience of delivering community/events fundraising events/campaigns.
- Experience of managing and cultivating partnerships and meeting KPIs.
- Ability to influence and negotiate at pitch and agreement stage with prospects.

#### **Skills and knowledge**

- Demonstrable success in growing fundraising income.
- KPI focused to demonstrate achieving income targets.
- Understanding of the UK fundraising sector, trends and working within the FRSB rules and guidance.
- Ability to write successful proposal and charity of the year applications.
- Excellent organisational skills.
- Ability to prioritise and multi-task.
- A keen eye for detail.
- Articulate with persuasive and engaging verbal communication skills.
- Experience of working with digital platforms to recruit and maintain relationships with partners.

#### **Other requirements**

- Strong team player
- Creative mindset in line with a wide range of prospective corporate partners available.
- Self-starter
- Ability to work under pressure and to deadlines
- Able to work collaboratively as part of a team and contribute to a positive working environment and culture
- The appointee will also be expected to be fully IT literate.

#### **Other information**

The post requires a certain amount of evening and weekend work and the post holder is expected to attend events as and when required – events could be in London or over several days throughout the UK. The charity operates a time off in lieu system to make this time up which your line manager will need to approve.

***At Children with Cancer UK we value diversity, and we are committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. The statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.***

### **How to apply**

To express an interest in this role and to be considered for it, please submit the following via email to [alex.hayward@childrenwithcancer.org.uk](mailto:alex.hayward@childrenwithcancer.org.uk)

- A detailed and up-to-date CV
- A supporting statement that addresses the essential skills and competences and outlines your motivation for applying (no longer than two pages of A4)
- Two referees that you are happy for us to contact at the shortlisting stage
- Details of your availability on the dates provided in the indicative timetable

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**Every day more than 10 children and young people are diagnosed with cancer in the UK.**

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**8 out of 10 young childhood cancer patients can be successfully treated thanks to vital, specialist research we helped fund.**

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**We need to develop safer, kinder and more effective cancer therapies for children, with fewer toxic side effects. We strive to ensure that we are doing everything we can to improve the lives of children with cancer.**

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**We fund Research**



**We fund Welfare**



**We raise Awareness**

Children with Cancer UK  
Third Floor  
21-27 Lamb's Conduit Street  
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