



Marie Curie Job Description

Job title: Case for Support Lead

Department: Strategy and Innovation

Location: Home-based in the UK

Reports to: Case for Support Manager

Accountable to

Grade: MCJES E

Job Purpose/Summary

In this role you will deliver compelling cases for support and innovative propositions for our highest value campaigns and audiences. You will ensure all fundraising teams have access to off the shelf service and policy information to enable them to build fundraising asks that are accurate, impactful and inspiring.

You will play a crucial role in identifying and clarifying available restricted funding opportunities for fundraising audiences. You will work with regions and nations to gather vital information that helps create compelling bids that resonate with our supporters.

Key Relationships

Internal

- Local and National Fundraising teams
- Caring Services
- Marketing & Communications
- Policy & Public Affairs
- Research
- Finance
- Data & Analytics

External

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Accountabilities (Duties & Responsibilities)

- 1. Deliver high quality information, narratives and cause led propositions to all fundraising income streams.**

- Work with Local and National fundraising teams to provide up-to-date local, self-service information documents about Marie Curie services delivery, at place and local authority level that support the delivery of fundraising income.
- Develop case for support narratives (local or national) about key areas of service delivery, Policy or Research as required, articulating the need, solution and impact in a clear, compelling and accurate donor focused narrative, recognising and responding appropriately to the needs of different audiences, including the specific requirements of high value audiences.
- Manage, prioritise and respond to ad hoc requests for services information from across fundraising, translating complex information into clear, donor focused data or narratives, recognising and responding appropriately to the needs of different audiences, including the specific requirements of high value audiences.
- Support planned fundraising campaigns as needed, providing information and advice to support content and calls to action.
- Provide information for fundraising on the impact of donations, to support donor impact reporting, working in collaboration with colleagues in services and evaluation.
- Manage requests for restricted asks, in line with restricted income policy and procedure.
- Work in collaboration with the stories team to signpost to beneficiary and caring services stories, weaving this into case for support content.
- Ensure all sign off procedures are followed, and that information is accurate, compelling and donor focused.

2. Work collaboratively and strategically across fundraising, helping fundraisers to better understand our cause and supporting the delivery of the FMC strategy.

- Plan, support and deliver Discovery Sessions for Fundraising, facilitating sessions, supporting speakers from services teams and planning content.
- Be the lead point of contact for one or more income streams, imbedding into their approach and planning. Agree SLAs, and where possible, plan in cause led activity and information requests around these.
- Understand key fundraising audiences, in particular high value audiences, developing a full understanding of the plans and insight data being used by different income streams.
- Support the delivery of cause led information and CTAs in line with plans, tailoring content to income stream.
- Develop and refine processes locally or nationally, in particular where barriers exist for fundraising e.g. local sign off, use of statistics.
- Work to continually develop understanding of the fundraising environment and innovations internally and externally, particularly digital fundraising.

3. Develop and maintain relationships with key internal stakeholders across Marie Curie, ensuring trust and establishing credibility by demonstrating understanding of services, policy and research.

- Build deep and meaningful relationships with people at all levels of Caring Services, Policy and Research.
- Develop key senior relationships e.g. Associate Directors and be their lead contact point for the provision of cause led information or propositions for fundraising.
- Attend Caring Services Senior Leadership Team meetings virtually or in person.

- Work with Business Development to understand local and national approaches to commissioned income.
 - Develop a clear understanding of place-based budgets and plans.
 - Work with Policy, Research and Information and Support teams to build trust and understanding.
 - Develop a clear understanding of our strategy and brand, working with colleagues in strategy and communications as required.
 - Provide regular updates to place based Senior Management Teams, alongside the Head of Region, updating on UK wide activity and income streams.
 - Work to continually develop understanding of the external health and social care environment and palliative care services.
- 4. Deliver UK cause led activity for our largest donors and for campaigns.**
- Support the set-up of UK wide strategic partnerships where there is an element of service delivery by a partner e.g.: skill sharing, training for beneficiaries.
- 5. 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.
 - Work with the team to highlight risk in order to effectively identify, manage and monitor significant risk 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.
 - Willingness to travel as needed.

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.



Marie Curie Person Specification

Job title:

Criteria	Essential	Desirable	How assessed
Skills / Abilities	<ul style="list-style-type: none"> • Communication – An engaging communicator able to inspire others to engage with the work of Marie Curie. Excellent written and verbal communication skills. • Relationship Building – Able to build and manage relationships at all levels, internally and externally. • Financial literacy – able to interpret and understand complex budget information. • Solutions driven - Able to solve problems and think creatively to ensure progress. • Influence – Able to effectively influence stakeholders from all backgrounds to achieve shared goals • Ability to work as part of a geographically dispersed team. • Excellent planning and organisational skills • Ability to work to tight deadlines. 		Application form, CV & interview
Knowledge	<ul style="list-style-type: none"> • Knowledge/ understanding of the voluntary or health sectors. • Knowledge of fundraising • Understanding of the 	<ul style="list-style-type: none"> • Knowledge of project management methodology eg: Agile, Waterfall • Knowledge of commissioning in health or social care 	Application form, CV & interview

	rules, regulations and best practice guidelines across fundraising	<ul style="list-style-type: none"> • Knowledge of digital fundraising 	
Qualifications, training and education	<ul style="list-style-type: none"> • Evidence a commitment to continued professional development 	<ul style="list-style-type: none"> • Holds a relevant professional qualification • Member of a relevant professional body. 	Application form, CV & interview
Experience	<ul style="list-style-type: none"> • Experience of either fundraising, service delivery, cause led communications or evaluation work. • Experience of high degree of independent and autonomous working • Experience of working and negotiating with senior internal and external stakeholders • Experience of performing well under pressure across a broad range of activities • Coordinating multiple projects and delivering to tight deadlines 	<ul style="list-style-type: none"> • Experience of project management 	Application form, CV & interview
Other requirements	<ul style="list-style-type: none"> • Flexible and collaborative • Comfortable managing ambiguity and identifying solutions/plans. 		Application form, CV & interview

Marie Curie recognises the provisions within the Equality Act 2010, reasonable adjustments to these criteria will be considered where appropriate.

