



**Solving
Kids'
Cancer
UK**

JOB PACK
**Senior Mass
Fundraising Lead**



We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive



Welcome

Dear Applicant

I'm delighted that you're interested in working for Solving Kids' Cancer UK. Included in this pack is some background information about the charity along with details of the job role.

Solving Kids' Cancer UK is a very special charity with a dedicated and passionate team – we are proud of our parent-led ethos, which means that we have parents with lived experience of neuroblastoma working at every level of our charity, from volunteer to employees and within our Board of Trustees. This means that the work of our charity is always informed by those who have first-hand experience of neuroblastoma and ensures we remain focussed on addressing the challenges faced by the people who need our support most.

The charity actively supports and prioritises the wellbeing of our team and a range of support is available including flexible working arrangements and access to training and personal development opportunities.

It is a truly exciting time to be joining us as we have been on a transformational journey in recent years, launching a new strategy in 2022 and a brand re-refresh in 2023. During the course of our current five-year strategy, Solving Kids' Cancer UK will remain neuroblastoma focused, but with flexibilities to operate more broadly in support of children with cancer. We are working with existing and new partners, having launched our most ambitious research funding award to-date with a focus on accelerating more effective treatments. We are aiming to reach all families of children diagnosed with neuroblastoma in the UK, providing a broader range of practical, emotional and financial support at any point of their journey. And we are continuing to advocate for children and their families affected by childhood cancer, launching our first public affairs strategy in 2023 to more boldly champion the needs of all children diagnosed with childhood cancer.

If you're excited about joining our team, and want to help us to achieve our vision where no child dies from the childhood cancer neuroblastoma or suffers due to the treatment they receive, please consider applying.

We look forward to hearing from you.

A handwritten signature in black ink, appearing to read "Gail Jackson", with a long horizontal flourish extending to the right.

Gail Jackson | Chief Executive Officer





About Solving Kids' Cancer UK

Solving Kids' Cancer UK is a small but mighty charity with children firmly at its heart. We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Neuroblastoma is a rare and complex childhood cancer, around 90% of neuroblastoma cases occur in children younger than five years of age. It is the most common cancer in infants. The work of Solving Kids' Cancer UK is parent informed and we develop our services in response to the needs of the community we work with.

Our organisation is passionate about speeding up pioneering clinical research that will save lives and improve outcomes for children. As a parent-led charity we are uniquely placed to use our influence and reputation alongside our accredited research funding framework to make a difference for children now and in the future.

Our Family Support Service provides emotional, practical and financial support, and impartial information on the latest treatments available and supports families to access their choice of treatment options for their child.

We are a voice for children and their families. In every conversation we amplify their voice and ensure children are at the heart of all we do. We will not stop until children with neuroblastoma, in the UK and beyond, have access to the treatment they need and we need the very best people to help deliver our vision.





**Solving
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Vision, mission and strategy

Vision

A future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Mission

Helping those affected by neuroblastoma, an often aggressive and deadly childhood cancer, by

- **Initiating and funding** best-in-class clinical research
- **Providing hope**, information, and support to families throughout their cancer journey
- **Raising awareness** of childhood cancer, advocating and campaigning for positive change.

Strategy

Our strategic plan 2022 - 2027 has been informed by our stakeholders and developed in line with our vision; ensuring we have a blueprint for our growth, sustainability and stability into the future. Our strategy is driven by three key pillars: **Research, Support and Awareness**.

STRATEGIC PLAN 2022-2027



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Our strategy

To underpin the delivery of our five-year strategy, our work will be guided by an internal implementation plan centred around three key enablers and a clear focus on our vision and values.

Sustainable

We will ensure our charity remains financially robust to deliver against our strategic objectives, securing the funds required.

Good governance

We will continue to build a strong culture of compliance, transparency and continuous improvement at all levels of the organisation.

Impact

We will measure and showcase the impact of our work and demonstrate return on investment to our supporters.

Our work is driven by three key pillars

Research

Accelerate clinical trial development

We will focus on the development of new treatments by investing in clinical research and working with valued partners for maximum impact.

Prioritise the needs of children

We will engage with families to identify areas of unmet need, challenging experts to find solutions and work together to deliver maximum impact through the research we fund.

Foster collaboration

We will build and strengthen international partnerships to share expertise, best practice and resource, whilst building knowledge.

Support

Reach ALL families

Every family of a child diagnosed with neuroblastoma in the UK will have access to our support service from the point of diagnosis.

Broaden range of support

We will develop and expand our support offer in line with what families tell us they need.

Inform and support decision making

We will ensure families have access to the most current and scientifically robust data from around the world and support their decision to access the best treatment possible.

Awareness

Research advocacy

We will amplify the voice of the children and parents, seeking to advance science and understanding of the disease alongside patient-centric research.

Patient advocacy

We will champion the needs of individual children and their families, providing parent-led support around decision-making to improve treatment outcomes.

Awareness and campaigning

We will raise the profile and support the treatment needs of children with neuroblastoma and other childhood cancers with the general public, government and public bodies.

Our values

**Caring
Transparent
Collaborative
Inclusive
Determined
Hopeful**



**Solving
Kids'
Cancer
UK**

Values



Transparent

We are open and honest about all that we do and how we do it.



Caring

We care passionately about children with neuroblastoma and their families and all those who care for them, including our staff, volunteers and supporters.



Collaborative

Relationships are at the heart of our work – from the children and families we work with to the individuals, organisations and networks that are involved in their care.



Inclusive

Our services are developed to ensure they meet need and we aim to make them accessible to all.



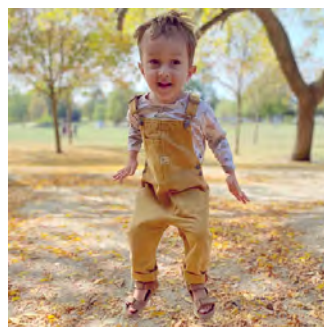
Determined

We lead with tenacity and are unfaltering in our drive to help, support and fight for children with cancer.



Hopeful

We have a strong sense of optimism and hope is at the heart of all that we do.





Staff, Trustee and Development Board structure

Board of Trustees

Nick Bird **Chair**
David Coulon **Treasurer**
Matt White
Aine McCarthy
Alex Lane

Joey Tabone
Carl Cavers
Stewart Leaver
Ioannis Topsakalidis

Development Board

Carl Cavers **Chair & Trustee**
Abigail Solieri
Garrett Fitzgerald
Padmesh Thuraisingham
Cassie Leaver
Marina Nikoloska
Patrick Harney

Chief Executive

Chief Executive Officer
Gail Jackson

Executive Assistant
Georgina Clark

Chief Nurse
Helen Pearson

Finance

Director of Strategic Finance
Gemma Wadsley

Senior Finance Manager
Sue McGregor-Ogden

Finance Officer
Ed Fordham

Finance Assistant
Val Wood-Brignall

Operations

Head of Operations
Claire Hislop

Database Manager
Nicholas Leverton

Family Support

Head of Family Support Services
Vicky Inglis

Family Support Coordinator
Hayley Blackwell

Family Support Coordinator
Samantha Wilkinson

Research & Awareness

Head of Research
Leona Knox

Research Manager
Leah Ambler
(maternity leave from Oct 2024)

Research Manager
Stephanie Restivo
(maternity cover)

Public Affairs & Advocacy Lead
Emily Hall

Fundraising and Engagement

Head of Fundraising and Engagement
Danielle Russell

Senior Mass Fundraising Lead
Vacant

Senior Philanthropy and Partnerships Lead
Vacant

Communications and Campaigns Manager
Laura Barker

Individual Giving and Appeals Manager
Vacant

Community and Challenge Events Fundraising Manager
Sophie Anderson

Fundraising Assistant
Vacant

Key role information

Job title	Senior Mass Fundraising Lead
Location	Home-based within England with regular travel to London and elsewhere in the UK as required
Hours	Full-time, 35 hours / week
Salary	Circa £48,000 (FTE per annum), commensurate with experience
Contract type	Permanent
Probation period	6 months
DBS check	Basic
Department	Fundraising & Engagement Team
Responsible to	Head of Fundraising & Engagement
Responsible for	Individual Giving & Appeals Manager, Community & Challenge Events Fundraising Manager, Fundraising Assistant

What we offer

- Home-based and informal flexible working
- 5% employer pension scheme contribution
- 32 days holiday inclusive of bank holidays with opportunity to buy additional leave
- Access to 24/7 confidential helplines for counselling and legal and tax advice
- Wellbeing check-ins with manager and optional Wellbeing Action Plan
- Regular staff survey for the opportunity to feedback experiences and make suggestions
- Regular opportunities to meet in person as departments and the full team
- Training opportunities – we care about our staff and volunteers and encourage opportunities for professional development
- A child-centred charity with a passionate and dedicated team



Job description – Senior Mass Fundraising Lead

Job purpose summary:

To play a pivotal role in driving the strategic direction and execution of Solving Kids' Cancer UK's fundraising initiatives. Working closely with the Head of Fundraising & Engagement, you will shape and deliver innovative plans across a variety of mass fundraising streams – including fundraising events, community fundraising, challenge events, individual giving, campaigns and appeals.

You will manage a dedicated team, to achieve ambitious income targets and raise unrestricted funds while fostering long-term supporter relationships to support children and families affected by the childhood cancer neuroblastoma.

Strategy and management

- An expert in the field, and working with the Head of Fundraising & Engagement, actively help develop the Fundraising & Engagement Strategy and play a key role in its delivery and achieving and exceeding fundraising targets.
- Shape, implement and manage strategic plans for fundraising events, community fundraising, challenge events, individual giving, campaigns and appeals, which deliver a step change in approach, income generation targets and KPIs.
- Develop short and long-term work plans, setting ambitious yet achievable KPIs, and execute these plans efficiently within established timelines.
- Line-manage a team of fundraising professionals and provide clear objectives, support, motivation and coaching, while retaining a focus on performance and KPIs.
- Be an effective, proactive and strategic member of the Fundraising & Engagement senior management team.
- Support and deputise for the Head of Fundraising and Engagement, when required.

Fundraising events

- Create and lead the planning, management and delivery of strategic high-quality and impactful fundraising events that engage supporters, donors, and the wider community and achieve event fundraising income targets and KPIs.
- Manage the team in coordinating all fundraising event logistics and ensuring a seamless and excellent experience for attendees.
- Manage external relationships and provide support for all third-party event projects and 'in aid of' charity fundraising events, e.g., gala dinners, enlisting the help of Fundraising & Engagement Team members where relevant, maximising the funds raised for the charity.

Continued...

Community fundraising

- Develop strategic plans and manage the Community and Challenge Events Fundraising Manager in the delivery of the community fundraising programme to raise unrestricted funds and achieve income generation targets.
- Develop and manage the Community and Challenge Events Fundraising Manager in the delivery of stewardship strategies for community fundraisers and volunteers to thank and express gratitude, foster lasting loyalty, and motivate continued engagement.

Challenge events

- Develop strategic plans and manage the Community and Challenge Events Fundraising Manager in the delivery of a comprehensive and inclusive portfolio of challenge events, such as runs, walks and other fun and adventurous activities to achieve unrestricted income targets, and raise the charity's profile.
- Develop and manage the Community and Challenge Events Fundraising Manager in the delivery of stewardship strategies for challenge event participants to thank and express gratitude, foster lasting loyalty, and motivate continued engagement.
- Ensure all challenge event activities are fully integrated across the charity to maximise the income-generating potential and sustainability of the programme.

Individual giving and fundraising appeals/campaigns

- Strategically shape, plan and manage the Individual Giving and Appeals Manager in the delivery of Individual Giving and multi-channelled fundraising appeals/campaigns (direct mail, email, digital platforms etc.) to encourage a wide range of participation to increase and meet income targets.
- Manage the Individual Giving and Appeals Manager in supporting individual family fundraising campaigns, ensuring each campaign achieves required targets.
- Strategically lead and grow the charity's legacy fundraising programme, in-memory fundraising and Named Funds and achieve income generation targets.
- Strategically collaborate with the Communications and Campaigns Manager to develop and embed donor journeys and stewardship strategies to thank donors, aid retention and maintain the loyalty of regular donors and manage their implementation.

General duties and responsibilities

- Work as an effective, supportive and proactive member of the wider Fundraising & Engagement Team in support of overall fundraising activities and objectives.
- Create and give presentations to potential supporters and donors to raise awareness of the charity's work, mission and case for support, and encourage active engagement.

Continued...

- Monitor and evaluate the activities and produce accurate reports and data, demonstrating performance against agreed targets, return on investment, and continually identifying areas for improvement.
- Work with the Database Manager to utilise the CRM to its full potential, maintain up-to-date records, and analyse data to gain insight and inform decision-making.
- Manage, monitor, and work within allocated budgets and ensure return on investment.
- Produce comprehensive, evidence-based and strategic data briefs and reports.
- Remain up-to-date with current best practices, innovations, and trends in fundraising.
- Champion change and new ways of working and actively seek out good ideas to develop the fundraising programme.
- Abide by charity law, due diligence processes, Fundraising Code of Practice, Data Protection legislations and other relevant regulations.
- Act as an ambassador for the charity and Fundraising & Engagement Team.
- Complete any other reasonable duties and responsibilities as requested, commensurate with this role.
- Due to the nature of the role, you will sometimes be asked to work outside of office hours on evenings and weekends and undertake national travel. Time off in lieu is provided.



Role specification – Senior Mass Fundraising Lead

Experience/Knowledge/Skills/Attributes	Essential	Desired	Method of Assessment
Demonstrable significant experience working in mass fundraising, ideally including fundraising events, community fundraising, challenge events, individual giving and campaigns/appeals	✓		Application Form/ Interview
Strategic thinker with significant experience at a managerial level developing and implementing mass fundraising strategic plans and work plans to grow and optimise income and deliver innovation	✓		Application Form/ Interview
A proven record of being results-driven and working to and achieving agreed individual and team fundraising targets, KPIs and outcomes	✓		Application Form/ Interview
Experience leading and managing a fundraising team	✓		Application Form/ Interview
Demonstrable management skills especially in the context of fundraising events	✓		Application Form/ Interview
Expert knowledge of fundraising methodology, current mass fundraising trends and innovation	✓		Application Form/ Interview
Good planning and organisation skills with the ability to manage multiple activities with conflicting demands and to meet deadlines	✓		Application Form/ Interview
Demonstrable success developing supporter/donor journeys and stewardship strategies	✓		Application Form/ Interview
Proven ability to motivate and influence others	✓		Application Form/ Interview
Excellent verbal and written communication skills with the ability to tailor messaging to a range of audiences at all levels	✓		Application Form/ Interview
Excellent interpersonal skills with the ability to network and build relationship at all levels, internally and externally	✓		Application Form/ Interview
Self-motivation and resilience with the ability to work on own initiative or as part of a team	✓		Application Form/ Interview
Experience of using databases/CRM for fundraising activities, data analysis and utilisation of data to drive strategic fundraising decisions	✓		Application Form/ Interview
Experience managing a budget and reporting on financial performance	✓		Application Form/ Interview
IT literate with knowledge of Microsoft packages	✓		Application Form
Excellent knowledge of Fundraising Code of Practice and Data Protection legislation (GDPS, PECR etc) and an understanding of its impact in a fundraising context	✓		Application Form/ Interview
Knowledge and/or lived experience of childhood cancer		✓	Application Form

Shortlisting and interviews

Shortlisted candidates will be invited to an interview. The panel will comprise of Danielle Russell, Head of Fundraising and Engagement and Gail Jackson, Chief Executive.

Candidates successful at the first interview may be invited to attend a second interview. **Please visit Peridot Partners website for further details regarding interview dates.**

We are an equal opportunity employer

We welcome and invite applications from all suitably qualified candidates, regardless of age, disability, gender or gender reassignment, marriage/civil partnership, pregnancy, maternity, race, religion or belief, sex or sexual orientation. We invite applicants to let us know how we can help them better engage with the recruitment process.

We are a safeguarding charity

Our work and practice are underpinned by safeguarding principles with the aim of protecting children and young people and enhancing their welfare. Solving Kids' Cancer UK always works in accordance with legislation, statutory guidance and best safeguarding practices. A basic criminal record check is required for all staff, trustees and volunteers.



We are a parent-led charity

Solving Kids' Cancer UK is a parent-led charity and actively encourages applications from the parent community with lived experience of neuroblastoma and/or other childhood cancers.

solvingkidscancer.org.uk



Solving Kids' Cancer UK



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SKC_UK