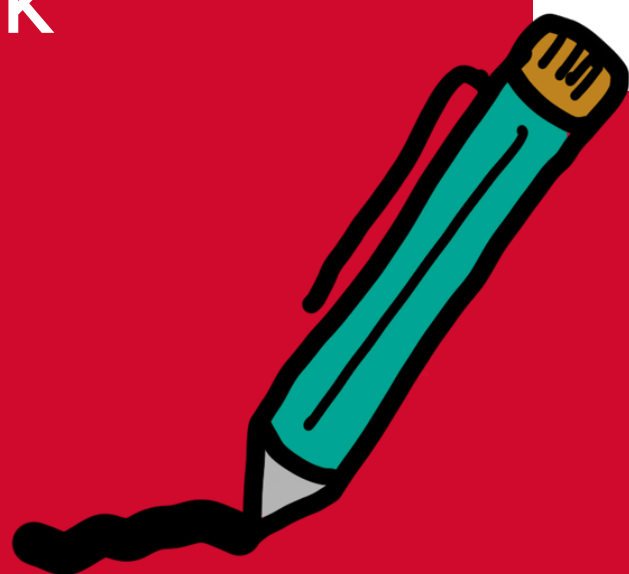


Leukaemia Care
YOUR Blood Cancer Charity

RELATIONSHIP FUNDRAISER

RECRUITMENT PACK



www.leukaemiacare.org.uk

One Birch Court, Blackpole East,
Worcester, WR3 8SG

WELCOME

Thank you for considering joining our community of employees, volunteers and supporters all working towards helping people live better with their blood cancer.

We are based around the UK, working from home, hospital haematology departments and on a hybrid basis from our office in Worcester.

Leukaemia Care is governed by a board of Trustees who provide oversight and delegate day to day responsibility for the charity to the CEO. Our Trustees are volunteers, and many are patients themselves - all have a keen desire to make sure patients and their carers receive the support they need when diagnosed with leukaemia, myelodysplastic syndrome (MDS) or a myeloproliferative neoplasm (MPNs).

This candidate pack is not exhaustive. It 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.

If you have any questions, please contact:
jobs@leukaemiacare.org.uk



ABOUT US

Leukaemia Care is the UK's leading leukaemia charity. For over 50 years, we have been dedicated to ensuring that everyone affected receives the best possible diagnosis, information, advice, treatment, and support.

We are here for everyone affected by leukaemia and related blood cancer types – such as myelodysplastic syndromes (MDS) and myeloproliferative neoplasms (MPN).

We provide information, advice and support for anyone affected, this includes patients and their friends and families too. We raise awareness of the issues impacting people affected by leukaemia, MDS and MPN, and campaign to fix them. We are driving early diagnosis, raising public awareness, improving services and ensuring access to effective treatments.

How do we do this? We have a wide-range of services aimed at patients and their loved ones from diagnosis and beyond. Our support services range from nurse-led helplines, support groups and free-of-charge medical information to access to paid counselling, grants for those feeling the financial strain of a diagnosis and providing buddies so people always have somebody to talk to who have experienced something similar to them. We encourage you to have a read of our website and find out all the ways we support from diagnosis and beyond.

OUR VALUES



Mission based

We have a clear mission. We exist to improve the lives of people affected by leukaemia, MDS and MPN.



Collaborative

We are passionate about all forms of collaboration, especially with other charities.



Caring

It is in our name, and it is in our nature. We care deeply about every single person affected by leukaemia, MDS and MPN. We are on your side and always will be.



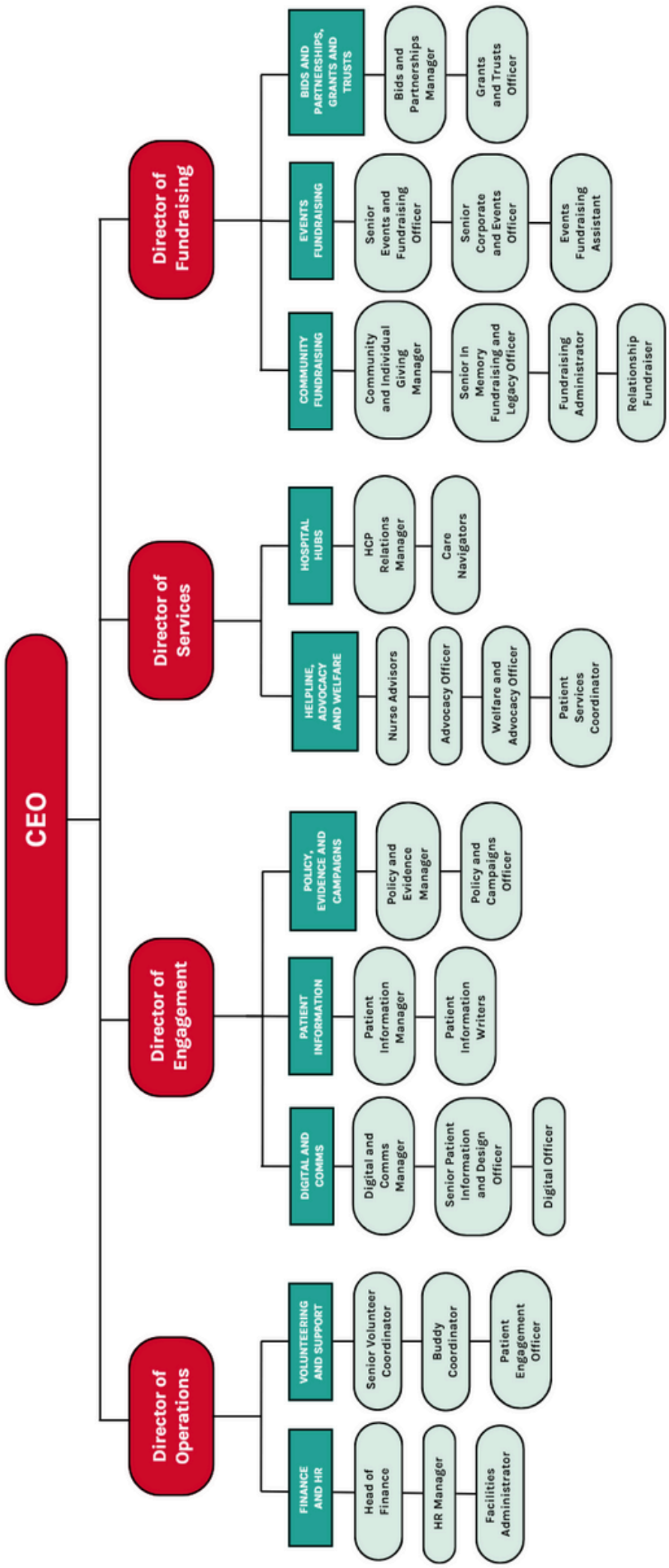
Evidence based

We listen to and understand the experiences of people affected by leukaemia, MDS and MPN. We use the evidence we gather to adapt, improve our services and to focus our campaigns for change.



Aspirational

We have ambitious goals and we set ourselves high standards to achieve them.



ABOUT THE ROLE

Relationship Fundraiser

Hours

Full-time (Equivalent to 37.5 hours a week), in line with our flexible working policy. If you are unable to work full-time but are interested in the role, we'd be happy to hear from candidates who had a different proposed model of working in mind.

Remuneration

Circa £29,000 per annum

Type of contract

Permanent

Location

Hybrid working. A mix of home and Leukaemia Care offices at One Birch Court, Blackpole East, Worcester, WR3 8SG (a minimum of 2 days in the office)

Report to

Community and Individual Giving Manager

Purpose of the role

This is an excellent opportunity for someone with experience in the charity/fundraising sector, looking to progress and develop a career focusing on community and individual giving activity.

You should want to use and grow your knowledge and aim to achieve excellent standards of fundraising through relationship building.

You'll be passionate about continuous improvement, have a proactive attitude and be comfortable in suggesting new and/or better ways of working. You'll enjoy a challenging and fulfilling environment, working with a supportive and forward-thinking team. You will have experience of planning and implementing projects and in providing high levels of stewardship - in addition to the ability to research, identify and reach potential new supporter groups within the community.

Must be able to drive and have access to a car.

DUTIES AND RESPONSIBILITIES

Main duties and responsibilities

This role requires input into and delivery of multiple income streams, working with the Community and Individual Giving Manager and the wider Fundraising Team. Duties and responsibilities will, at any given time, include:

Community Fundraising Related

Plan, develop and implement fundraising initiatives that appeal to community groups and associations. Devise community related products and resources that will aid community groups to further engage and raise funds.

Research, identify, apply for and secure new local level partnerships or one-off community type donations e.g. from Rotary/Lions Clubs, Musical Groups, Sports Clubs or Supermarket Charity of the Year.

Research, identify, apply for and secure new support from educational establishments such as Schools and Universities.

Promote collections in relevant geographic locations to Leukaemia Care's hospital hubs or with a link to a supporter, patient or family.

Identify opportunities for Leukaemia Care to raise awareness around the charity's Hospital Hub locations around the U.K.

Account manage any local community charity of the year partnerships that are secured, e.g. a Golf Club. Be their point of contact at Leukaemia Care.

Represent the organisation giving engaging talks, pitches and presentations on the work of the charity, as well as delivering thank you acceptance speeches where necessary.

Individual Giving Related

Administer and thank gifts from Individuals including one off donors and first-time donors.

Alongside the Community and Individual Giving Manager build rapport and meaningful relationships with identified mid-level donors and prospect major donors.

DUTIES AND RESPONSIBILITIES

Research ideas, plan, devise, implement and develop virtual giving as an income stream. Maximise income by promoting Gift Aid and securing declarations in relation to eligible UK taxpayers.

Support the Community and Individual Giving Manager to run the charity's Regular Giving Programme, ensuring these committed and longstanding donors/members are thanked appropriately, regularly informed of their impact, and developed into long-term donors.

Support the Community and Individual Giving Manager with an externally run Lottery and our Lottery Players recruitment and retention.

Work with the Community and Individual Giving Manager to plan stewardship events. Be responsible for the logistical organisation of such events liaising with venues, making bookings and handling invitees requirements.

General Fundraising

Work within the Code of Fundraising Practice as set by the Fundraising Regulator and adhere to all relevant financial procedures.

Deliver and exceed targets across a wide variety of areas including Community and Individual Giving; including Mid-Level Giving, Lottery and Virtual Fundraising.

Represent the charity at events and cheque presentations as required.

Raise awareness to encourage support and make the most of any 'cross-selling' opportunities to promote other ways to get involved such as running events, gifts in Wills, Recycling, Payroll Giving, Volunteering etc.

Ensure that systems and processes are effective, and that our database is updated and utilised as the central source of information for recording income, supporter interactions and reporting.

Maximise the use of online fundraising tools, digital marketing and social media to increase the generation of funds from all available sources.

DUTIES AND RESPONSIBILITIES

Ensure the work produced across the team is of high quality, and reflective of the values of Leukaemia Care. Record all interactions with fundraisers or potential fundraisers on Raisers Edge NXT, our fundraising database (training will be provided).

Provide cover within the team as needed during periods of annual leave, sickness or where extra resources are needed.

Adopt a strong solution focused approach to help supporters overcome any challenges and maximise their fundraising efforts.

Improve supporter retention and engagement, building strong relationships and long-term supporters.

Ensure all supporters are appropriately thanked and help develop specific supporter journeys.

Assist with enquiries and donations over the telephone and by email.

Ensure that relevant pages on the Leukaemia Care website fundraising information is up to date.

Collate case studies, stories and photographs and share with the Comms Team for promotion.

Provide data to the Community and Individual Giving Manager to support the production of progress reports for presentation to the Senior Leadership Team and/or Board of Trustees.

General

In addition to the specific duties and responsibilities outlined in this job description, all Leukaemia Care employees should be aware of their specific responsibilities towards the following:

- Uphold the values of the charity and to not behave in a manner that is likely to bring the charity into disrepute.
- Adhere to all health and safety and fire regulations and to cooperate with the charity in maintaining good standards of health and safety.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.

This job description is not exhaustive. It 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.

If you have any questions, please contact:
jobs@leukaemiacare.org.uk

PERSON SPECIFICATION

Qualifications and experience

Essential	Desirable
Skills and Abilities	
<p>Experience of working in a charitable organisation within an income generation function</p> <p>Experience of meeting or exceeding income targets</p> <p>Excellent networking and relationship building skills</p> <p>Excellent communication skills including giving talks and presentations</p> <p>Strong telephone skills</p> <p>The ability to motivate and influence supporters to reach targets</p> <p>Highly creative and able to turn ideas into action</p> <p>Proficient writing skills</p> <p>Self-motivated with the capacity to work on own initiative and as part of a small team</p> <p>Excellent organisational and time management skills</p> <p>Able to carry out research and administration tasks as part of role</p> <p>Highly IT literate (MS Office preferable)</p>	<p>Understanding of relationship databases</p> <p>Understanding of how to devise and implement an effective fundraising plan</p> <p>Understanding of how social media can be used to fundraise</p> <p>Experience in organising events from start to finish</p>

PERSON SPECIFICATION

Essential	Desirable
Knowledge and understanding	
Financially literate	<p>Understanding of the issues and needs of people with blood cancer</p> <p>Experience of multiple types of income streams (e.g. community, individual giving, events)</p>
Other requirements	
<p>A good team player - able to link in and work well with a range of people within the organisation</p> <p>Ability to manage own workload</p> <p>Able to work flexibly to meet the needs of the role with sufficient notice</p> <p>High levels of motivation, when working alone or with a team</p> <p>Ability to problem solve</p> <p>Ability to learn quickly</p> <p>Confident, enthusiastic and creative</p> <p>Must be able to drive and have access to their own vehicle</p>	<p>Comfortable working on own, within the community e.g. group or club venue, and in an office environment</p>

PERKS OF WORKING AT LEUKAEMIA CARE

As well as the satisfaction of knowing you improve the lives of people with leukaemia, blood cancer, we also offer the following:

- Pension scheme with NEST - we will match employee contributions up to 7% of qualifying earnings.
- Life Assurance (also known as death in service benefit) of four times annual salary.
- Employee Assistance programme.
- Cycle to work scheme.
- Enhanced sick pay (as set out in our staff handbook).
- Bereavement leave of up to three days paid leave should the need unfortunately arise.
- Five "duvet days" - a proportion of annual leave that can be taken with no advance notice, subject to work commitments, to support mental health.
- Eye tests and glasses contribution.
- Flu jab for all employees who are ineligible to receive a free one on the NHS.
- Annual leave of 33 days including 8 bank holidays, rising by 1 day for each complete year of service up to a maximum of 36 days (for full-time staff, pro-rata for part-time staff).
- Additional discretionary annual leave between Christmas and New Year.
- Free onsite parking at our offices in Worcester.
- Headspace subscription.
- Induction training and ongoing training to help you deliver your role.
- Staff social events - in person and online to ensure all employees have an opportunity to get involved.
- A staff representative that employees can confidentially feedback to about any issues or concerns.

We will also ensure that you are supplied with the right equipment for the job and to work safely - this may include a laptop and mobile phone, as well as equipment to make your working day as comfortable as possible. If the job requires it, we also reimburse pre-approved travel expenses.

Find out more about us online at
www.leukaemiacare.org.uk

Or get in touch:

Email: jobs@leukaemiacare.org.uk

Phone: 01905 755977