



## Senior Regional Relationships Manager

Blood Cancer UK has embarked on an exciting and ambitious new strategy which strives to deliver the best possible treatments and care for people affected by blood cancer. A key driver of the strategy is the growth we will deliver in our regional fundraising programme.

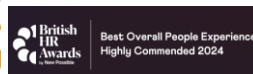
We have a proud history of volunteer and supporter-led fundraising, and our well-established Regional Relationship Team plays a key role in achieving income growth to support our mission of beating blood cancer in a generation

We are looking for an experienced manager who understands and is passionate about community and volunteer-led fundraising, who keeps the supporter at the heart of what they do and is focused on delivering results. Working alongside dedicated colleagues, this is the perfect role for someone looking to put their experience of leading a community fundraising programme to use and help us grow our regional audience. You will be an integral part of our Public Fundraising leadership team as we seek to develop operational plans to deliver transformational growth across our income. You will also enjoy the active support and buy-in of senior colleagues, the Executive Team and others from across the organisation who are all committed to achieving our fundraising goals.

The closing date for this exciting opportunity is: **midnight on Sunday 20<sup>th</sup> October**

*Please note that we may bring forward the closing date at our discretion.*

**Blood Cancer UK values diversity and is an equal opportunities employer**





## **WHY WORK AT BLOOD CANCER UK?**

We started because of Susan, we'll get there because of you.

Blood Cancer UK was started by one family who lost their daughter, Susan, to blood cancer, and that history and sense of family continues to shape who we are today. When you join Blood Cancer UK, you don't just become an organisational employee – you become part of a collaborative community dedicated to funding research into beating blood cancer that includes some of the most inspiring people you'll ever meet.

And we're not that far away from beating blood cancer. We're confident we can do it within the next generation, and this makes us hugely ambitious and gives us a sense of real urgency. It also means we're changing quickly as an organisation as we constantly challenge ourselves and strive to become more and more effective. This pace of change means working here isn't for everyone. But if you're excited by the chance to work in a fast-paced, agile and supportive environment with the focus and ambition to beat blood cancer this could be the place for you! We focus on results rather than time spent at a desk, so we deliver more for people affected by blood cancer.

Blood Cancer UK offers the chance to work for and with people affected by blood cancer, and the opportunity to advance your career and develop your skillset whilst taking on exciting new challenges and making your mark.

## **ABOUT US**

We are Blood Cancer UK, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5<sup>th</sup> most common cancer and sadly it is the 3<sup>rd</sup> biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

## **OUR VALUES**

Our values inspire us, and guide our decision making and actions. We will ask all shortlisted candidates about their connection to our values at interview stage, so please make sure that our values resonate with you before applying.

### **Striving for results:**

We are determined, focussed on a clear vision. We are motivated, practical and passionate to do all we can to make the lives of those affected by blood cancer better and to ultimately find a cure for blood cancers.

### **United as a family:**

We are one caring family. We work together to raise funds and awareness, to inform and look after people affected by blood cancer. We value each other's contribution. We work as one.

### **Standing in others' shoes:**

We have empathy, we listen, we see things from the perspective of others. We take ownership to address issues and solve problems. We do all we can to help and support others.

### **Making knowledge count:**

We are experts in our field. We share our knowledge and use our expertise to help get the best outcomes for those affected by blood cancer. We build understanding.

## **AGILE WORKING**

Working agile means we changed from having a culture where people are expected to be in the office from 9am to 5pm to one where we're much more focused on what they deliver. We've built a positive culture where autonomy, trust, wellbeing and flexibility allow us to recruit and retain the very best people.

Above all, agile working is about treating people like adults. If you want to go to your child's assembly or a personal appointment and make up the time later, then fine. If you have a report to write and want to spend the day in a coffee shop because that's where you do your best work, that's fine, too.

Equally, there will be times when you'll put in extra hours during a busy period, and for some of us working in the office means we perform our roles to the best of our ability. We also have colleagues with roles which mean they hardly ever work in the office. Agile means we can all balance trust and autonomy with responsibility and accountability.

Underpinning this are our organisational agile principles, which are:

- We focus on delivering outcomes for people affected by blood cancer, whether that be in person or virtually
- We create spaces for our people to do their very best work
- We connect in person when it matters to deliver for people affected by blood cancer
- We provide collaboration and spaces for our staff, teams and supporters
- We make good use of virtual working
- We constantly review these principles and adjust them always making sure we continually deliver for people affected by blood cancer

Within each team, there are practical agile resources and principles, which give everyone a framework to make values based decisions on when and where they work from.

This approach means better work-life balance, making it easier for us to attract brilliant people, and to make sure that once they're here they want to stay. And becoming more focused on the results will mean we deliver more for people affected by blood cancer.

We work in an agile way because it will help us deliver more for people with blood cancer. This is because:

- We have the ability to make decisions about the most effective way to achieve our targets
- Agile working allows for better work-life balance = better recruitment and better retention of staff
- It supports diversity and wellbeing within the workplace – e.g. non-neurotypical employees, mental health, extroverts and introverts
- One size doesn't fit all! We're all different, with different strengths
- We want everyone who works at Blood Cancer UK to be able to thrive at work, and do the best work they possibly can

Please talk to us about this if you'd like to discuss how it might work for the role you are applying for, either before you apply, or as part of the application process. For the majority of our roles, you can choose whether and how often you work in our offices. Some roles will require travel to ensure you can fully deliver the role. This is specified in the role description below. As an organisation, we all meet up in person for our all-staff Away Days.

## **Travel expenses**

For the majority of roles, your contractual place of work will be one of our offices. Very few of our roles require staff to work from an office, and so individuals are able to choose where they wish to live. For travel expenses purposes, this means that we do not pay for travel into your contractual place of work (your commute). And if you have to travel to another location for your role, you'd be able to claim the difference between a normal journey to your contractual place of work, and the new location.

Although majority of our roles can be performed hybrid this will be a homebased role where expected travel for this role will be travel across the UK on a regular basis to meet supporters and key stakeholders, as well as national travel to Edinburgh or London 6-8 times a year. Also to attend the all staff and team away day as and when required.

## JOB DESCRIPTION AND PERSON SPECIFICATION

Role	Senior Regional Relationship Manager	Location	Home-based
Contract Type	Temporary – maternity cover	Contract Length	Maternity cover - likely to last 12-16 months
Salary	£49,000 - £53,000	Intended start date	November 2024

### CONTEXT

Blood Cancer UK has embarked on an exciting and ambitious new strategy which strives to deliver the best possible treatments and care for people affected by blood cancer. A key driver of the strategy is the growth we will deliver in our regional fundraising programme.

We have a proud history of volunteer and supporter-led fundraising, and our well-established Regional Relationship Team plays a key role in achieving income growth to support our mission of beating blood cancer in a generation. By developing new regional opportunities across our volunteer and community fundraising (including developing our DIY fundraising programme, driving conversion of our high-value fundraiser pipeline and growing our volunteer network across the UK) we aim to grow our income and local awareness that will help leap-forward our ability to beat blood cancer.

This role will be responsible for leading a committed and passionate national team of highly skilled Regional Relationship Managers, inspiring them and ensuring they have the tools and support to deliver a first-class supporter experience to help generate new and maximise existing opportunities across their regions. Additionally, the role will also lead the Regional Development Manager to maximise our DIY fundraising portfolio and develop new and existing supporter journeys.

We are looking for an experienced manager who understands and is passionate about community and volunteer-led fundraising, who keeps the supporter at the heart of what they do and is focused on delivering results. Working alongside dedicated colleagues, this is the perfect role for someone looking to put their experience of leading a community fundraising programme to use and help us grow our regional audience. You will be an integral part of our Public Fundraising leadership team as we seek to develop operational plans to deliver transformational growth across our income. You will also enjoy the active support and buy-in of senior colleagues, the Executive Team and others from

across the organisation who are all committed to achieving our fundraising goals.

Our teams work hard every day to make a true difference in the lives of those affected by Blood Cancer. We are proud to support them with a range of benefits, recognition and many options for agile working, all contributing to a strong work/life balance. We also have various learning opportunities to support you in your development and help you grow to realise your potential and shape a career with Blood Cancer UK.

### KEY RELATIONSHIPS

Reports to	Head of Public Fundraising
Line management responsibilities	<p>Direct Line Reports: 3 x Lead Regional Relationship Managers &amp; 1 x Regional Development Manager</p> <p>Total Regional Team headcount: 9</p>
Key relationships	<ul style="list-style-type: none"> <li>• <b>Internal contacts:</b></li> <li>• <b>Colleagues within the Regional Relationship Team</b></li> <li>• <b>Colleagues within Public Fundraising Team</b></li> <li>• <b>Colleagues within wider Engagement Directorate</b></li> <li>• <b>Colleagues within Involvement &amp; Volunteering Teams</b></li> </ul> <p><b>External contacts:</b></p> <ul style="list-style-type: none"> <li>• <b>Regional Fundraising Volunteers</b></li> <li>• <b>Regional Fundraising Supporters and prospects</b></li> <li>• <b>Blood Cancer UK ambassadors</b></li> <li>• <b>Trustees, other senior volunteers and influencers</b></li> </ul>

### MAIN RESPONSIBILITIES

## Strategy and Operational development

- To implement a Regional Relationships Strategy and subsequent operational plans to deliver growing net income in line with wider Public Fundraising strategy.
- Accountable for delivering ambitious budget across Regional Income streams including DIY fundraising, Volunteer fundraising, supporter-led Walk of Light events and regional corporate fundraising.
- To work collaboratively with colleagues across the Public Fundraising Team and wider Engagement directorate to help drive organisational development and deliver the strategy
- Contribute to future direction of the overall Volunteering Strategy at Blood Cancer UK

## Acquisition

- Identify opportunities for growth, both within existing regional portfolio and new product development opportunities
- Develop and implement marketing strategies for DIY fundraising and Volunteer recruitment
- Manage framework and approach to Regional Relationship Manager pipeline development, ensuring team are galvanised and supported to managing active pipeline of high value relationship opportunities, from generating new leads to conversion of opportunities.

## Retention

- Oversee development of effective supporter journeys across all regional income streams to maximise income, conversion and retention
- Work closely with Involvement & Volunteering team to develop central volunteering supporter journey
- Work closely with other members of Public Fundraising to identify cross-selling opportunities across the wider portfolio

## Digital



- Drive improved use of digital tools and insights, working with experts from across the organisation to drive growth and create efficiencies within the regional team

### **General Responsibilities:**

- Manage three Lead Regional Relationship Managers and a Regional Development manager to develop and implement operational plans across their regions/area of remit, in line with the wider Regional Relationship Strategy
- Provide inspiring leadership, direction and support to wider Regional Relationship team ensuring objectives and targets are met and team development is prioritised.
- Monitor and manage the Regional Relationship budget within remit on a monthly, quarterly and annual basis and ensuring team have effective reporting tools to help proposing effective corrective action and activities when performance is not on track and developing business cases for investment when necessary.
- Build internal relationships at all levels to ensure the work of the Regional Relationships team is understood and actively supported by other teams and ensure that you work actively with other colleagues and wider organisational goals.
- Maintain an expert knowledge of best practice and trends in Regional Relationships Fundraising including networking within the charity sector.
- Representing Blood Cancer UK to a range of senior external audiences supporting the delivery of our vision and ensuring that the charity's profile and reputation are enhanced.
- Ensure all regional fundraising activity within the region complies with charity fundraising law and regulations and adheres to Blood Cancer UK's compliance standards.
- Carry out any other duties as appropriate, directed by the Head of Public Fundraising

### **THINGS WE ALL DO**

- Promote Blood Cancer UK's vision, mission and core values



- Attend and assist at Blood Cancer UK events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Blood Cancer UK at any activity you attend
- Develop an in-depth understanding of our work
- Follow the principles of LEAN and continuous improvement
- All staff are expected to adhere to Blood Cancer UK's policies and procedures
- Do any other reasonable things your manager needs you to do

## PERSON SPECIFICATION

Skills knowledge and experience
Experience in leading community/regional fundraising, events or volunteering fundraising programmes/campaigns in a charity setting
Experience of strategic planning and budget setting in the complex range of activities under Community/Regional and Events Fundraising, with a demonstrable track record of growing income
Experience of successfully developing and implementing supporter journeys to maximise net income, average gifts and repeat support
Proactive working knowledge of relationship management databases (experience of working with Dynamics 365 and PowerBI is desirable)
Knowledge of best practice and equality in volunteer management practice
Proven experience of creating a positive culture which embraces change, performance, problem solving and innovation.
Confident in promoting a data-driven culture and developing strong marketing strategies through data led decisions.
Confident communicator and strong leader with good interpersonal skills, with an eye for detail and the ability to influence and motivate others.
Ability to analyse the performance and key trends of complex programmes and produce clear proposals for improvements and growth; and then effectively plan, implement and evaluate changes to deliver growth
Ability to take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines
A collaborative approach to working with internal and external stakeholders

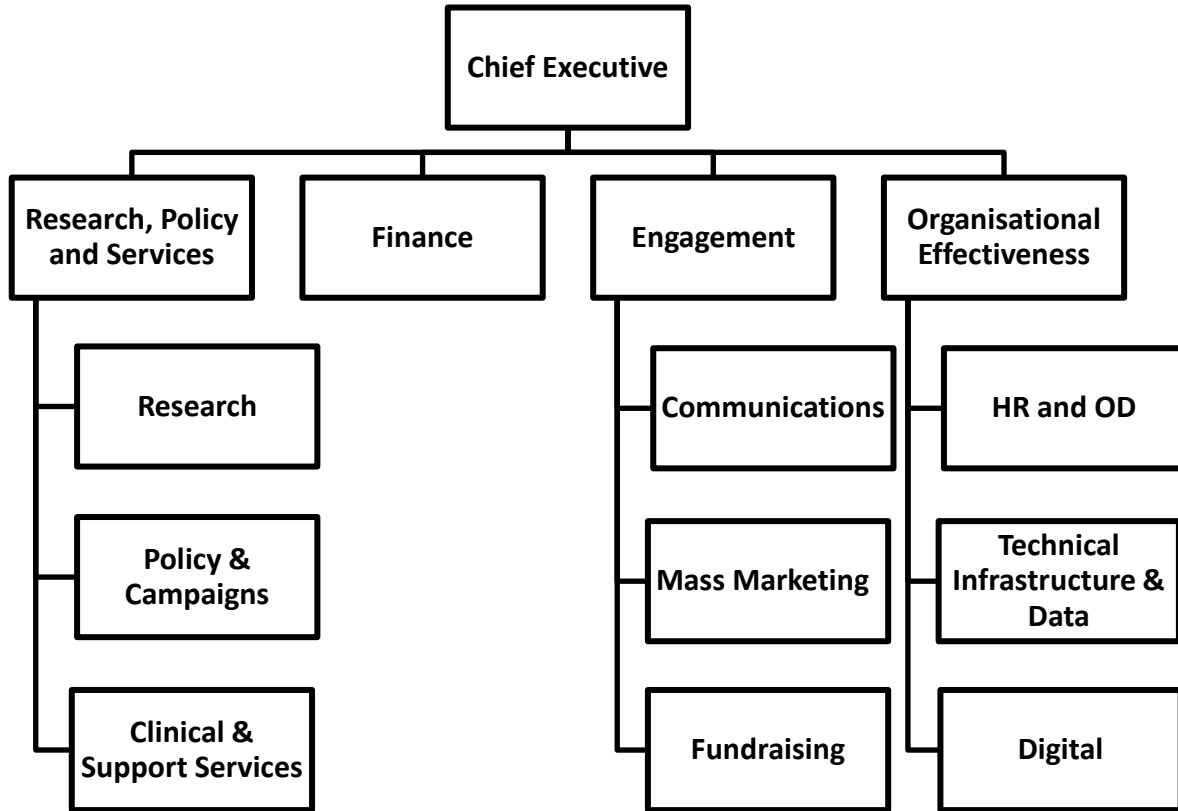
We are committed to actively promoting equality, diversity, and inclusivity. Read our statement which reflects our strong drive to change in this area:

<https://bloodcancer.org.uk/about-us/equality-diversity-commitment/>

To this end we would welcome approaches from individuals from underrepresented groups, including Black, Asian, and Ethnic minority communities, and applicants with a disability, to better reflect the community we serve and help broaden our

## THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Blood Cancer UK, here is a simplified organogram.



## SHORTLISTING AND INTERVIEWS

Blood Cancer UK is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. If you're shortlisted for a role, you'll receive an invitation to the next stage, which might be either a telephone interview, or a face-to-face interview. We'll send you all the details you need. We usually have a maximum of a three-stage process if you're shortlisted.

We're a part of the disability confident scheme and will guarantee to interview candidates with a disability whose application meets the minimum criteria of the role as detailed under the person specification.

If you require any reasonable adjustments to be made as part of the application process, please email us on [recruitment@bloodcancer.org.uk](mailto:recruitment@bloodcancer.org.uk) and we'll discuss this further with you.



We'll always let you know the outcome of your application. We'll also always give feedback to anyone who is shortlisted and interviews with us. Usually, we're unable to provide feedback to anyone who doesn't get to interview stage.

**To apply:**

We ask you to send us a CV and cover letter via our recruitment system. The link is on our vacancy page. In your cover letter, we'd like to know why you're interested in working with us at Blood Cancer UK. It's also helpful if you tell us why you think you are a great candidate for this role. Your cover letter doesn't have to be too long, 1-2 pages is ideal.

We use a blind shortlisting process for initial applications. This means that when you apply, the hiring manager cannot see any of your personal details, for example, your name, your contact details, or any equality and diversity data that you provide. Our recruitment system takes care of this, so you can just upload your CV as normal. It's easier for our system to read CVs which don't have any additional formatting. So if you can, avoid adding symbols, or pictures into your CV.

**FOR FURTHER INFORMATION ABOUT US**

See our website [www.bloodcancer.org.uk](http://www.bloodcancer.org.uk)

## THE GOOD STUFF WORKING AT BLOOD CANCER UK

Apart from all the hard work we do, there are some really good benefits to working at Blood Cancer UK. Here are just a few:

<p><b>Annual leave</b> Entitlement is 30 days per year, in addition to bank/public holidays. In addition, we all have an annual entitlement of five wellbeing days per person.</p>	<p><b>Personal development</b> Development is really important to us and there are a variety of options available to staff at Blood Cancer UK.</p>
<p><b>Family leave</b> We offer enhanced pay during maternity, paternity and shared parental leave.</p>	<p><b>Interest free season ticket loan</b> We pay for the ticket and you repay the money out of your monthly salary.</p>
<p><b>Pension</b> When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>	<p><b>Agile working</b> We value results and outcomes and support this with an agile working policy. Where and when you work is managed by you.</p>
<p><b>Employee Assistance Programme</b> Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>	<p><b>Ride2work scheme</b> This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>
<p><b>Life assurance</b> Although we don't like to think about it, should something happen to you while working for Blood Cancer UK we have life assurance for staff.</p>	<p><b>Interest-free loan</b> This allows you to take an interest-free loan of up to £1,000, and repay this over up to 12 months through your monthly salary</p>