

CANDIDATE INFORMATION PACK

World Cancer Research Fund



Fundraising Assistant (**Legacies, Trusts, In-Memory**)

Closing date: 5pm, 26 August 2024

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For more information about the organisation please visit our website: www.wcrf-uk.org

WELCOME

If you're passionate about healthy living and health promotion, and want to see a world where no one develops a preventable cancer, why not consider joining us at World Cancer Research Fund?

Cancer currently affects one in two people in the UK but, as the cancer prevention experts, we know that about 40 per cent of cancers could be prevented.

World Cancer Research Fund champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can empower people to make informed lifestyle choices to reduce their cancer risk.

We are a member of the World Cancer Research Fund network of cancer prevention charities based in Europe, the Americas and Asia. As a network, we are a leading authority on cancer prevention through diet, weight and physical activity.

To meet our vision of living in a world where no one develops a preventable cancer, we need high quality and motivated employees from a mix of backgrounds and with a range of skills and experiences. In return, we aim to offer the best possible working environment for people so that talent is nurtured and developed.

Within this candidate pack you will find additional information about the role you are applying for and the benefits we offer.

To apply for this role, please complete and submit a CV, covering letter (maximum two pages) and the attached equal opportunities form. If you have any queries please contact Human Resources at hr@wcrf.org or visit our website at www.wcrf-uk.org.

On behalf of World Cancer Research Fund, we thank you for your interest in helping to prevent cancer and wish you the best of luck with your application.

Best wishes,
Human Resources

VALUES



EVIDENCE BASED

We are an authority on lifestyle related cancer research - continuously learning and evaluating, so that we can deliver excellent outcomes.



INCLUSIVE

Everyone counts - we value, respect and trust each other.



INFLUENTIAL

We are collaborative, engaged and focused on maximising impact in all that we do.



INNOVATIVE

We are curious and creative; evolving and exploring so we can deliver solutions that make a real difference.



EMPOWERING

We make every day meaningful, building and sharing our knowledge and allowing our passion to shine through.

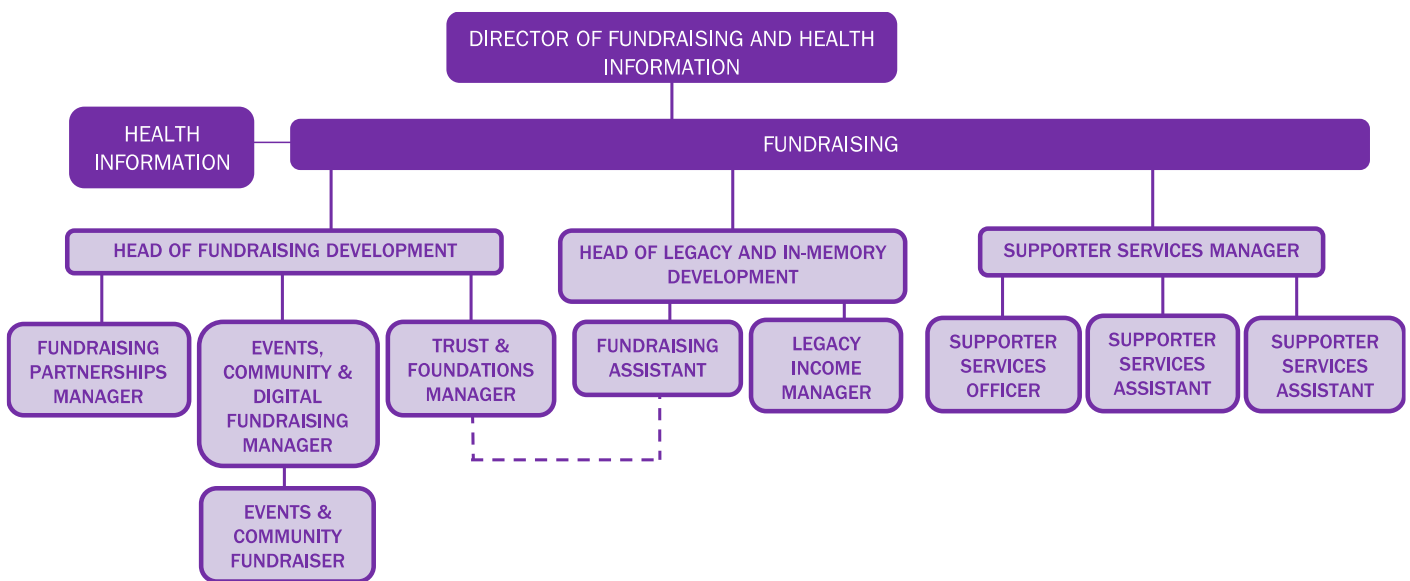
ABOUT THE ROLE

We are seeking a Fundraising Assistant who will be responsible for supporting the development of World Cancer Research Fund's Legacy, In Memory and Trusts fundraising income streams.

Who you will be working with:

You will be working as a member of our Fundraising team who are charged with generating income of approximately £12m per annum with a desire to grow this to £15m. You will be working directly with our Head of Legacy and In Memory Development and our Trusts & Foundations Manager.

World Cancer Research Fund's Fundraising Department



What we are looking for:

- Proven experience of working in a fundraising environment, within a fundraising team, and knowledge of the third sector.
- Demonstrable administration skills
- Ability to multitask
- Excellent time management skills
- Knowledge of Legacy and Trust fundraising
- Excellent communication skills across all levels using different tools (post, email, telephone and social media).
- Experience of using data and a CRM
- Experience of building relationships with supporters and the proven ability to steward them.

JOB DESCRIPTION

Job title	Fundraising Assistant (Legacies, Trusts, In-Memory)
Department	Fundraising and Health Information
Reporting to	Head of Legacy and In-memory Development, with a dotted line to Trusts and Foundations Manager
Contract	Permanent
Location	London, N1
Hours	37.5hrs per week – full-time We're a hybrid working employer, meaning you're required to come into the office 2 days per week, currently Tuesday and Wednesday or Thursday
Salary	£25,000 - £27,000 per annum plus benefits

Department description

Led by the Director of Fundraising and Health Information, the department is responsible for income generation to support our cancer prevention and survivorship research and health education programmes. The fundraising and health information department comprises: individual giving, legacy, in memory, corporate, trusts and foundations, events, supporter services and the health information team. The main income streams come from our direct mail, committed giving, and legacy programmes, as well as corporate, community, events, trusts, in memorial and digital fundraising.

Main purpose of the role

The postholder will assist the Head of Legacy and In-memory Development and the Trusts and Foundations Manager and be a vital support in the development of Legacies, Trusts and In-memory.

The postholder will provide exceptional administrative support to these areas and be involved with fundraising campaigns and general fundraising administration, providing exceptional supporter care, including to a bereaved audience.

The postholder will need to manage data, deal with third party suppliers, and maintain accurate records on our CRM. They will manage a busy and varied workload, escalate issues where appropriate, and will need to have the ability to speak compassionately to bereaved supporters, and manage relationships internally and externally.

They will be able to articulate our work in communications and be an ambassador for our work. They will be assisting in written communications, digital communications, and be part of a wider fundraising team which seeks to attract a new audience, whilst retaining the existing audience, in an organisation which seeks to innovate and grow its reach, work and appeal and supporter base.

Main duties and responsibilities

A	Legacy Fundraising (30%)
1	Assist in the development and management of significant Legacy campaigns and engagement products (online and offline), providing exceptional stewardship to responding supporters and administrative support.
2	Provide exceptional supporter stewardship – by telephone, in person and in written communications – to encourage long term and repeat support whilst highlighting our work and other ways to give and be involved.
3	Maintaining accurate supporter records on our CRM, with the ability to understand and interpret data and provide analysis support.
4	Assist and attend a calendar of donor stewardship initiatives and legacy events to promote World Cancer Research Fund UK's work and legacy giving
5	Dealing with invoices and payments, keeping accurate financial records as instructed.

6	Provide general administrative support, using a range of platforms, including Will writing portals, dealing with third party agencies.
B	Trusts (40%)
1	Record and acknowledge all donations received, appropriately liaising with Finance and the Head of Fundraising Development as necessary to ensure that income is correctly coded and logged against the appropriate restricted funds.
2	Develop and deliver small and new trust mailings as directed by the Trusts and Foundations Manager. <ul style="list-style-type: none"> • Lead on research of the monthly New Trusts Guide and liaising with the Data Team, organise introductory mailings. • Organise 2 warm and 2 cold mailings per year, liaising with the Trusts & Foundations Manager as necessary.
3	To manage research of Trusts and Foundations in line with GDPR as and when required and report the research findings to the Trusts & Foundations Manager and add to the pipeline.
4	Produce short yearly impact report/brochure and deliver a stewardship plan for all trusts.
5	Support the Trusts and Foundations Manager with administrative tasks as required and deliver excellent customer service to all Trusts.
6	Apply to and steward a portfolio of small trusts and foundations, with the potential to give up to £5,000 in a single gift, as directed by the Trusts and Foundations Manager.
7	Thank trust donors and update the records and all relevant Income Logs.
8	Maintain trust records on the FileMaker database and prospect pipeline ensuring records are accurate and up to date at all times.
C	In-Memory Fundraising (30%)
1	Assist in the development and running of significant In-memory campaigns and engagement products (online and offline) and with the analysis of the results.
2	Provide exceptional supporter experience to our bereaved supporters (training will be provided) – in person - by telephone and in writing – and build fruitful relationships with supporters which cross sells in-memory products and our other fundraising income streams.
3	To create an in-memory strategy focusing on marketing, products and stewardship to promote WCRF's work and in-memory as a motivation to give that increases income to £200,000 by 2030.
4	Work with World Cancer Research Fund UK's Supporter Services team regarding in-memory correspondence and administration and ensure individual records are kept up to date.
5	Assist with the copy writing and inclusion of in-memory and legacy stories and products in the newsletter, working with the Editorial team.
6	Assist with the smooth running of World Cancer Research Fund UK's in-memory programme to appropriate external audiences, such as online giving platforms and relationship management with funeral directors (and/or similar) and potential charity supporters
7	Build on our knowledge of our supporter base, current and new, to understand whether they have an in-memory motivation.
D	General
1	Assist with keeping procedures for all programmes within remit up-to-date, and produce new ones for programmes as they arise
2	Adhere to the CloF code of practice, data protection laws and the Charities Act and other associated legislation and policy and to keep knowledge of legislation and best practice up to date
3	When necessary, support on other tasks relevant within the fundraising team and across departments within the organisation.
4	Represent the charity, as and when required, to promote the work and programmes of WCRF UK
5	Keep up to date on changes in external environment and attend relevant training, internally and externally, as required.
6	Take on new projects, as appropriate

Note:

This Job Description is a reflection of the current position, and the post-holder is expected to view it as a guide rather than an exact description of all duties and responsibilities. It may be subject to variation from time to time.

PERSON SPECIFICATION

The person specification describes the specific experience, knowledge, skills, qualifications and attributes that are needed for the job.

		Application	Assessment	Interview
Experience	Sound experience of working in a fundraising/customer facing administrative role in the charity sector	✓		
	Proven administrative skills of coordinating activities across different teams	✓		
	Experience of two or more of the following: managing data, marketing and or promotion, building relationships and admin processes	✓		
	Experience of using a fundraising or CRM database to input, update and extract supporter or customer data			✓
	Experience of working as part of team who directly service and engages with members of the public, supporters or customers across a range of channels including: mail, email, telephone and social media			✓
	Experience of building and maintaining strong relationships			✓
Knowledge and technical skills	Competent IT skills (proficient in Word, Excel, Outlook and Databases/CRM systems)	✓		
	Strong administrative, time management and organizational and multi-tasking skills combined with good research skills		✓	
	Strong interpersonal skills, ability to liaise with people at all levels on the phone, face to face and in writing			✓
	Knowledge of online and social media marketing & engagement			✓
	Knowledge and understanding of GDPR regulations and compliance			✓
Personal attributes	Ability to communicate effectively and creatively, both verbally and in writing and to relate to range of audiences including bereaved supporters		✓	
	Ability to build rapport and create, maintain and enhance effective relationships with donors, prospects, colleagues, volunteers and suppliers	✓		
	Ability to network and build positive relationships with internal and external stakeholders			✓

	Ability to manage a series of ongoing activities, demonstrating patience, perseverance and resilience when faced with setbacks and problems			✓
	Ability to manage conflicting priorities effectively and accurately, with a high level of accuracy and attention to detail, anticipating problems and identifying solutions		✓	
	Ability to work collaboratively with other members of the fundraising team where appropriate to support the wider fundraising projects	✓		✓
	Ability to suggest ideas and be open to ideas from others, adapting and simplifying processes often without being asked			✓
	A demonstrated self-motivated, proactive and results orientated approach to work with the willingness to take on other responsibilities outside of job description and maintain a high-level of commitment in all circumstances			✓
	An engaging personality with the ability to build and maintain relationships considering the potentially sensitive nature of legacy & in memory fundraising			✓
Education and qualifications	A good standard of educational achievements or relevant work experience in a similar role. Member of the Institute of Fundraising or willing to gain membership	✓		
Other requirements	An interest in the commitment to healthy living, health promotion and nutrition			✓
	Willingness and ability to occasionally work flexible hours as needed including weekends			✓

TERMS & CONDITIONS

Salaries

World Cancer Research Fund (WCRF) operates a fair and transparent pay policy. We always ensure a salary range is listed on all of our job adverts and we benchmark the salaries for all our roles every 2/3 years to ensure we are paying fairly within market norms.

Staff salaries are paid into bank accounts once a month on the 26th of each month.

Hybrid Working

We are currently operating hybrid working for all staff across the organisation. The office is open 3 days a week (Tues, Wed and Thurs) and full-time staff are required to be in the office at least 2 of these days each week, Tuesday and Wednesday or Thursday.

Flexi-time scheme

A flexi-time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours. Staff also need to take a lunch break of at least 30 minutes (staff can take up to a maximum of 2 hours for lunch). The core hours are 10.00am–4.00pm, Monday to Friday when all employees must be present. Employees may arrive for work between 8.00am and 10.00am and leave between 4.00pm and 7.00pm. The daily minimum hourly requirement of 7.5 working hours per day plus lunch must be met; any extra time cannot be "rolled over" or "banked".

Annual leave

Our annual leave year runs from 1 October to 30 September. Annual entitlement for full-time staff is in relation to length of service:

- Less than 1 year of continuous service at the beginning of a holiday year: 25 days (pro-rated to your start date)
- 1 year or more of continuous service at the beginning of a holiday year: 26 days
- 3 years or more of continuous service at the beginning of a holiday year: 28 days
- 5 years or more of continuous service at the beginning of a holiday year: 30 days

The WCRF office is closed from the last working day before Christmas until the first working day after the New Year. Staff are required to take the three working days between Christmas and New Year as annual leave.

Sick leave

For full-time staff, we allow up to 20 days sick leave in any rolling year without deducting pay. This allowance increases to 25 days sick leave plus 40 days half-pay after one years' service.

Pension plan

We contribute into an approved pension scheme, which is administered by Standard Life. Employees will be auto-enrolled into the scheme after 3 months and will contribute a minimum of 5% of their salary each month. WCRF will match the employee's contributions of up to 5% of the employee's salary each month.

We also offers staff the option to switch their pension to a salary sacrifice arrangement on request.

Private healthcare

We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

Dental cover scheme

We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

Life assurance and income protection

We cover all employees from their first day of employment and provide cover, which is equal to 4 x the individual's salary on death while employed alongside critical illness cover.

Permanent Health Insurance (PHI) scheme

All permanent members of staff, up to the age of 65, whose normal hours of work are at least 15 per week, are covered by the organisation's Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

Season ticket loan scheme

Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

Cycle to work scheme

Employees can take advantage of an interest free loan for a purchase of a tax-free bike or accessories. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

The WCRF office also offers secure, lockable, storage for your bike and there are showers available within the office.

Employee assistance programme

All employees, and their families, have access to a 24-hour confidential advice and support line. This service offers access to trained advisers and counsellors from The British Association for Counselling and Psychotherapy (BACP) who can offer advice on a range of issues, including financial and debt concerns, legal information, relationship or family worries, bereavement, stress, anxiety and other emotional issues. If appropriate you may also be referred for up to eight sessions of face-to-face counselling.

Mental Health and Wellbeing

We run a Mental Health Champions scheme that staff can volunteer to be a part of. Our Mental Health Champions are sent on an accredited Mental Health Training Course and are then available to offer help to any staff member experiencing a mental health problem; guiding them to access appropriate professional help. They also work in collaboration with the organisation to promote wellbeing and encourage a culture where mental health can be discussed openly.

Flu Vaccinations

We offer staff the chance to receive a free flu vaccination each year. This is either at the WCRF office, where a trained nurse will be arranged who will administer the vaccine onsite, or by providing a voucher to enable them to receive the vaccine at a participating pharmacy of their choice.

Christmas and Summer Parties

We hold two annual parties, in the Summer and at Christmas, paid for by the organisation, for staff to come together outside of work and have fun!

Dog Friendly Office

Staff have the opportunity to bring their dog into the office one day per week (Wednesdays) subject to WCRF guidelines.

Training and Development

WCRF are committed to enabling professional development and all staff are encouraged to regularly

discuss training and development. In addition, there is an annual appraisal process in place during which individual needs are formally discussed and identified.

We also offer payment for job-related professional subscriptions and fees (subject to WCRF guidelines), opportunities to attend international conferences on behalf of the organization, and study leave and sabbatical leave policies.

Probationary period and notice period

The post-holder is subject to a 6-month probation period during which 1 weeks' notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 1 months' notice period.

HOW TO APPLY

Recruitment timetable

Closing date for applications:	5pm, 26 th August 2024
First interviews:	3 rd or 4 th September 2024

To apply

You can apply for this vacancy by submitting a CV, covering letter (maximum two pages) and completed Equal Opportunities Monitoring Form. Your covering letter should provide specific examples of past achievements to demonstrate how you meet each criterion of the Person Specification and should also highlight how your skills and experience would benefit World Cancer Research Fund.

Your CV, covering letter and completed Equal Opportunities Monitoring Form can be submitted by email or post:

E-mail: hr@wcrf.org

Address: Human Resources
World Cancer Research Fund
140 Pentonville Road
London N1 9FW
UK

Phone: 020 7343 4200

If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.

EQUAL OPPORTUNITY MONITORING FORM

World Cancer Research Fund is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for:	
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Please tick the appropriate boxes below:

GENDER

Male		Female	
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DISABILITY

World Cancer Research Fund welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities. Having read this definition, do you consider yourself to have a disability?

Yes		No	
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ETHNIC GROUP

The categories indicated below are those recommended for use by the Commission for Racial Equality.

How would you best describe your ethnic origin?

Bangladeshi		Indian	
Black – African		Irish	
Black – Caribbean		Pakistani	
Black – Other (please specify)		White	
Chinese		Other (please specify)	

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NATIONALITY

UK	
Other (please specify)	

.....

Thank you for answering these questions.

JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, WCRF collects and processes personal data relating to job applicants. WCRF is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. WCRF collects a range of data about you which will include:

- Your name and contact details (including email address and telephone numbers);
- Details of your skills, qualifications, experience and employment history;
- Details regarding your current levels of remuneration and any work benefits entitlements
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process
- Information regarding your right to work in the UK and
- Equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief

This information will be collected from your CV and/or cover letter on application to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal records checks as applicable.

HOW WE HANDLE THE DATA THAT IS SUBMITTED BY YOU

This data will be stored in an electronic format (including email) on our internal IT systems and also on paper within our HR Department. Your information may be shared internally for recruitment purposes with our recruiting managers, HR and IT team strictly for decision making purposes. **We do not share your data with any third parties.**

WHY WE PROCESS PERSONAL DATA

We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during the recruitment process to ensure that we make and keep records of the process. These records allow us to manage the process effectively, assess a candidate's suitability for employment and decide whom to offer the roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

DISCLOSURE OF YOUR INFORMATION

WCRF may transfer your data outside of the European Economic Area. However, your data will be protected as well as it would be in the EEA. Internally we will protect your data through internal controls and policies to ensure that your data is not lost, accidentally destroyed, misused, and is not accessed by our employees except in the proper performance of their duties.

DATA RETENTION

We will retain your personal data for a period of 1 year after we have communicated to you our decision about whether to appoint you to the role. We retain the information for that period so that we can show, in the event of a legal claim that we have not discriminated against candidates on prohibited grounds that we have conducted the recruitment process in a fair and transparent way. After this period, we will securely destroy your personal data in accordance with the applicable laws and regulations

If your application is unsuccessful, we may keep your personal data on file for any suitable employment opportunities. We will seek your consent before we do so and you are free to withdraw your consent at any time by notifying us in writing.

WHAT IF YOU DO NOT PROVIDE PERSONAL DATA

You are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.

AUTOMATED DECISION-MAKING

Our recruitment process is not based on automated decision making and as such you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

DATA PROTECTION LEGISLATION (YOUR RIGHTS)

As a data subject, you have a number of rights including:

- Access to your data on request
- Require us to stop processing your data on demand
- Requires us to delete your data on demand
- To change any incorrect or incomplete data we hold on you
- Request the transfer of your personal data to another party

If you would like to exercise any of these rights or have any queries with the privacy notice, please contact:
The HR Director, WCRF, 140 Pentonville Road, London N1 9FW.