



# **THE ROYAL MARSDEN CANCER CHARITY**

## **Job description**

### **Community Fundraising Manager**

<b>Job title</b>	Community Fundraising Manager
<b>Salary</b>	£36,000
<b>Hours of work</b>	37.5 per week
<b>Directorate</b>	The Royal Marsden Cancer Charity
<b>Accountable to</b>	Head of Community Fundraising
<b>Responsible to</b>	Senior Community Fundraising Manager
<b>Location</b>	Hybrid working with office days in Chelsea or Sutton

## **Liases with**

Community Fundraising Events, Database, Major Gifts, Individual Giving, Marketing, Communications and Digital, Finance, Director of the Royal Marsden Cancer Charity.

Charity donors and supporters, senior medical staff at both hospital sites, and third party suppliers.

## **1. Job Purpose**

- 1.1 The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

It is an exciting time to join The Royal Marsden Cancer Charity as we have recently entered a new strategic period. Along with funding an existing world-class programme of research, treatment, and care, we are also raising the remaining millions to build the Oak Cancer Centre at The Royal Marsden in Sutton. This new centre will provide radical new solutions for the research and treatment of cancer.

Our Community Fundraising Team support community groups, schools, local companies and high value fundraisers with their fundraising events and activities. This role will play an important part in the engagement of community supporters. You will also support the development and management of our volunteering programme, ensuring our plans align with The Royal Marsden NHS Trust volunteering team.

You will be a high performing fundraiser with experience of delivering income growth through effective relationship management. You will be ambitious and proactive and relish the opportunity to support the Charity to achieve its ambitious goals.

## 2. Key areas of responsibility

- 2.1 Line manage a team of two direct reports to ensure they achieve their objectives and fundraising targets, including one-to-ones, annual appraisals and learning and development plans.
- 2.2 Identify and develop fundraising initiatives to engage community groups, schools and corporates in line with the Charity's strategy.
- 2.3 Work with the Volunteer and Community Fundraising Executive to develop a recruitment, management and retention plans for the Charity's growing volunteer workforce to support both Charity offices and an expanding portfolio.
- 2.4 Liaise with the Trust Volunteering team to ensure our volunteering programmes are aligned and support each other.
- 2.5 Identify opportunities to raise awareness of The Royal Marsden Cancer Charity including giving talks and presentations, attending local events and networking events.
- 2.6 Deliver best in class stewardship to develop long term relationships with community groups schools and corporates and drive income growth.
- 2.7 Identify new audiences, prospects and convert leads into new supporters for the Charity.
- 2.8 Work with the Senior Community Fundraising Manager to agree budgets and produce monthly income reports.
- 2.9 Monitor income on a monthly basis and contribute to reforecasting. Identify areas of concern and where there might be potential for growth.
- 2.10 Monitor activity and work towards agreed objectives and KPIs as set by the Senior Community Fundraising Manager and the Head of Community Fundraising.
- 2.9 Ensure that all fundraising activity operates within the Fundraising Regulator's guidelines and other relevant regulations.
- 2.10 Ensure the fundraising database (Raiser's Edge) is maintained in line with best practice and internal processes, and all data is processed within GDPR regulations.
- 2.11 Work with other teams within the charity, including Finance, Data, PR, Marketing and other fundraising teams in order to maximise best practice and supporter experience.
- 2.12 Attend key fundraising events as required. These may involve occasionally working evenings and weekends.
- 2.13 Process income, bank and acknowledge donations in accordance with The Royal Marsden Cancer Charity policies and procedures.
- 2.14 Attend internal and external meetings on behalf of the Senior Community Fundraising Manager.

### **3. Confidentiality and Data Protection**

- 3.1 All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity's policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.
- 3.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR).

### **4. Health and Safety**

- 4.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

### **5. Customer Service Excellence**

- 5.1 All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

### **6. Equality and Diversity Policy**

- 6.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

### **7. No Smoking Policy**

- 7.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

### **8. Review of this Job description**

- 8.1 This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

## 9. Employee Specification

	<b>Essential (E) or Desirable (D)</b>
At least two years' experience in a fundraising role	<b>E</b>
Experience of securing financial support from community organisations, schools or corporates	<b>E</b>
Experience of managing volunteers	<b>E</b>
Experience of financial planning and budgeting	<b>D</b>
Experience of proactively exploring new avenues of funding from community organisations	<b>E</b>
Line management experience	<b>D</b>
Excellent organisation skills and attention to detail	<b>E</b>
Proactive and problem solving attitude	<b>E</b>
Excellent written and verbal communication skills and ability to communicate with a wide range of people	<b>E</b>
Able to work in a fast-paced environment, and to tight deadlines	<b>E</b>
Able to respond sensitively and appropriately to emotional circumstances, including distressed and bereaved supporters	<b>E</b>
Knowledge of relevant legislation in order to operate within a legal framework	<b>E</b>
Experience of using Raisers Edge	<b>D</b>
An interest in cancer and health issues, with an understanding of NHS practices and procedures	<b>D</b>

The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.