



## THE ROYAL MARSDEN CANCER CHARITY

### Job description

#### Individual Giving Manager

<b>JOB TITLE:</b>	Individual Giving Manager
<b>SALARY:</b>	£38,000- £42,000
<b>BENEFITS:</b>	Pension, employee benefits and staff rewards
<b>CONTRACT:</b>	Permanent
<b>HOURS OF WORK:</b>	37.5 per week
<b>EMPLOYER:</b>	The Royal Marsden Cancer Charity (RMCC)
<b>DIRECTORATE:</b>	Public Fundraising
<b>RESPONSIBLE TO:</b>	Head of Individual Giving
<b>ACCOUNTABLE TO:</b>	Associate Director of Public Fundraising
<b>RESPONSIBLE FOR:</b>	Individual Giving
<b>LOCATION:</b>	London (but also required to work in Sutton on occasion and some home working initially)
<b>LIAISES WITH:</b>	Managing Director, Senior Leadership Team, Heads of Department, Senior Managers, Marcomms, donors, volunteers and suppliers.

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#### About the charity

Royal Marsden Cancer Charity (RMCC) raises money solely to support The Royal Marsden Hospital. The Royal Marsden is Europe's largest Cancer Centre and has an international centre for excellence. The Hospital has been at the forefront of some of the most successful cancer treatments used worldwide today. With one in two people expected to receive a cancer diagnosis at some point in their lives, it is more vital than ever that to ensure that The Royal Marsden can continue to be there for the growing number of cancer patients.

Together with the Hospital, we raise funds to 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, RMCC funds the development of new ways to improve the lives of people affected by cancer.

We are beginning the development of building a new, ambitious three-year strategy to successfully deliver significant income growth and increased supporter engagement and this role will have an active and crucial role in shaping it.

### **About the role**

As Individual Giving Manager, you will be responsible for developing and delivering supporter acquisition, retention and stewardship campaigns with a focus on growing income, reach and engagement across a range of Individual Giving fundraising campaigns.

As a strategic thinker and with a high level of organisation, you will drive the individual giving programme forwards, monitoring external trends to identify new opportunities and maximising the value of existing campaigns. You will collect and evaluate audience insight to guide decisions so that the programme inspires a diverse range of supporters to maximise the value of their gift, engage with other fundraising products and continue to support people facing cancer.

You will be part of the Individual Giving (incl in memory giving) within the Public Fundraising & Engagement directorate. You will work with other team members and line manage two Individual Giving Executives, providing leadership and motivation and developing staff so you achieve collective success.

You will be skilled at working collaboratively with internal colleagues and continuously improve ways of working, as well as working with external suppliers and agencies to ensure projects are delivered effectively.

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### **Key areas of responsibility**

- Support the Head of IG in a review of the current portfolio of Individual Giving fundraising products and programmes, identifying opportunities and developing strategies to refresh and/or re-launch those with potential for growth.
- Responsible for implementing the supporter acquisition strategy across regular giving and cash products - Help decide which acquisition channels to invest in – utilising a test and learn approach ensuring ROI and retention rates are maximised.
- Lead the development of a mid-value donor programme, working with colleagues in the Philanthropy and Partnerships, and the Data team, to unlock the untapped potential within our existing supporter base.
- Programme ownership and annual budgeting and reforecasting of programmes responsible for.
- Deputising for Head of IG when required.
- Lead on developing engaging supporter journeys for key supporter groups – lead a cross directorate working group to scope, plan and deliver supporter journeys to build engaging relationships with our supporters.
- Ensure you deliver on areas of responsibility and work with line reports to ensure all activity is completed efficiently and effectively by:
  - End to end project management with excellent stakeholder management
  - Providing regular progress reports
  - Reporting against income and expenditure budgets and reforecasting these throughout the year
  
- Work with the Data team to ensure all activities are driven by insight and optimised.
- Lead, manage and develop line reports, ensuring opportunities for learning and development are optimised, promoting a culture that champions the RMCC's ways of working.
- Contribute to continuous improvement through applying test and learn principles across all activities.
- Monitor sector and competitor trends and activity, considering how learnings could be applied for your role and the IG programme.

- Develop strong relationships with key internal and external stakeholders involved with RMCC's Individual Giving programme, influencing effectively to secure favourable outcomes for the Charity.
  - Work collaboratively across Public Fundraising, specifically with the Legacy Manager and Senior Community Fundraising Managers, as well as the Marketing, Digital, PR & Comms teams to deliver supporter centric campaigns that optimise income opportunities and ensure every supporter feels valued, appreciated and informed.
  - Stay up to date and ensure compliance of all relevant legislation and regulation, particularly in relation to changes in Fundraising Code of Practice and the handling of personal data.
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### **General responsibilities**

- Build relationships at all levels to ensure the work of the charity and its needs are understood and actively supported by other teams.
  - Forge positive relationships across The Royal Marsden NHS Foundation Trust in order to ensure support for and achieve fundraising, and wider organisational, goals.
  - Ensure that donor records are accurate and kept up to date and that all information relating to donors is produced and stored in line with data protection regulations and best practice.
  - Constantly strive for value for money and greater efficiency; advise on the best use of available budget and contribute to the annual income and expenditure budget planning process.
  - Undertake any other duties that are commensurate with the level of the post as requested by the Line Manager.
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## Person Specification (E = Experienced / D = Desirable)

Candidates must be able to demonstrate	E/D
Demonstrable success in developing and delivering fundraising strategies to meet or exceed ambitious financial targets.	E
Experience of Individual Giving retention and acquisition programmes.	D
Highly proactive and self-sufficient.	E
Excellent interpersonal and communication skills, evidenced by close, successful relationships with colleagues across different disciplines and all levels of seniority.	E
Experience of managing external relationships at all levels, for example with suppliers, agencies, including effective negotiation re costs and contracts.	E
Excellent organisational skills and attention to detail.	E
Able to problem solve, adaptable, flexible and able to cope with uncertainty and change.	E
Highly numerate; able to understand and interpret budgets and financial reports.	E
Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved donors.	E
Experience of line management	E
Experience of using/working with a relational database.	E
An interest in cancer and health issues, with an understanding of NHS practices and procedures.	D

### Other important information

#### 1. Confidentiality and Data Protection

1.1 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.

1.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which comes into effect from May 2018 and sets out requirements for how organisations will need to handle personal data.

#### 2. Health and Safety

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.

#### 3. Customer Service Excellence

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

#### 4. Equality and Diversity Policy

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.

#### 5. No Smoking Policy

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

#### 6. Review of this Job description

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.