



Job Title	Individual Giving Assistant – Supporter Acquisition
Directorate	Public Fundraising and Engagement
Accountable to	Associate Director of Public Fundraising and Engagement
Responsible to	Individual Giving Manager – Supporter Acquisition

About Us

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.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity has recently completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site.

We are now working closely with the hospital on plans for a new major redevelopment project to launch in 2024-25. There is also an extensive portfolio of engaging projects outside of the capital appeals, that help to support all aspects of the hospital's work to improve the lives of cancer patients.

The Individual Giving Team

Working for us offers you a challenging and rewarding career, as well as the chance to really improve the lives of those living with cancer.

Our team sits within the Public Fundraising and Engagement Directorate and is focused on the recruitment, development and stewardship of donors supporting the charity across a range of individual giving products and programmes.

With ambitious growth plans aimed at increasing income by over 60% in the next 5 years, we have exciting plans to grow and diversify our supporter base as well as develop audience first supporter journeys to provide our donors with the best possible experience and maximise the lifetime value.

With a creative, data-led approach we work with colleagues across the organisation and with external agencies and partners to develop and deliver our programme of activity rooted in the principles of direct marketing and always with supporters at the heart.

Job Purpose

As the Individual Giving Assistant – Supporter Acquisition, you will play a pivotal role in the Individual Giving team by providing support to the Supporter Acquisition team on all Fundraising activity as part of the programme to recruit new supporters, through a multi-channel approach, across different products and propositions. In addition, you will provide administrative support and excellent supporter care when you cover the Supporter Reception in Chelsea and Sutton. There you will be responsible to act as the first point of contact for members of the public, providing high quality supporter care and managing all queries efficiently, via phone, email and in-person.

Working Relationships

The post holder will liaise closely with members of the Individual Giving Team, Fundraising colleagues, those in Marketing & Digital, Data & Fundraising Ops, Finance and the Grants team as well as the PA to the Charity Managing Director, donors, supporters, volunteers and other members of the public, Hospital staff, PAs and secretaries to Hospital Consultants, other Trust departments as required, and external suppliers.

Key Areas of Responsibility

- 1.1. Provide the best possible supporter care to create a strong first impression with new supporters so they feel valued. This will include:
 - Ensuring high value donations from acquisition campaigns are thanked within our KPI timeframes and letters are personalised as much as possible to each supporter
 - Writing thank you letters and FAQs for acquisition campaigns so that colleagues are able to respond to queries and thank supporters.
 - Ensuring supporter information including consent details are kept up to date.
 - Ensuring all supporter queries and complaints, relating to the acquisition programme, are recorded correctly in the database and resolved in liaison with Individual Giving Manager – Supporter Acquisition or Head of Individual Giving.
 - Meet and greet Individual Giving prospects who come into the hospital and Charity offices.
- 1.2. Work effectively with colleagues in the Philanthropy and Community teams to identify the appropriate teams to steward gifts large gifts from acquisition activity, ensuring timely and seamless transition for supporter stewardship.
- 1.3. Manage the day-to-day tasks for the running of fundraising campaigns for Supporter Acquisition, meeting deadlines. This includes but is not limited to proofreading all copy and assets, creating timing plans and assisting in campaign/project briefs.
- 1.4. Contribute to reporting for various Individual Giving campaigns, projects, and reports, such as KPI reporting as well as supporting the Senior IG Executive with campaign wash up documents and business planning preparation.

- 1.5. Assist IG Manager – Supporter Acquisition and Senior Executive – Supporter Acquisition in the day-to-day support of cost management for campaign, project and other budgets related to Supporter Acquisition as well as reforecast of budgets and cost analysis.
- 1.6. Support the front-of-house teams on a regular basis as per the rota, including providing cover for lunch breaks, annual leave and when they are dealing with supporters, this includes answering the Charity phone line in Chelsea and Sutton, greeting walk ins and managing the charity inbox.
- 1.7. Stay up to date regarding the latest changes in Fundraising regulation and legislation and ensuring that all activity responsible for is compliant.
- 1.8. 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.
- 1.9. Undertake any other duties across the Individual Giving team that are commensurate with the level of the post as requested by the Line Manager

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Qualifications & Training	
N/A	
Experience and knowledge	
Administrative experience.	D
Knowledge of office administration processes.	D
Experience of working in the Charity sector and an interest in the cause.	D
An interest in cancer and health issues, with an understanding of NHS practices and procedures.	D
Key competencies	
Experience of having strong IT skills, including a good working knowledge of Microsoft Office and a customer relationship management database.	D
Ability to demonstrate, promote and apply our workplace values.	E
Ability to work in a team environment and build good working relationships.	E
Ability to work under pressure, prioritise, manage multiple priorities, and deliver to deadlines.	E
Flexibility to support the changing needs of the business.	E
Highly proactive and self-sufficient with the ability to work under own initiative, with colleagues across an organisation and with third parties.	E
Excellent proofreading skills and an excellent understanding of the English language.	E
Ability to communicate effectively both orally and in writing, adapting communication styles with colleagues, supporters, volunteers and other members of the public.	E
Excellent organisational skills and attention to detail	E
Ability to problem solve and deal with change.	E
Commitment to working in a supporter-focused environment.	E
Ability to respond sensitively and appropriately to difficult or emotional circumstances, including distressed/bereaved donors or complaints.	E

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£25,650 per annum
Contract Type	Permanent
Hours of Work	37.5 per week
Location	Chelsea & Sutton (4 days a week in the office, ideally split equally between both offices and work from home 1 day a week)
Benefits	<p>27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more.</p> <p>Refer to our summary of benefits information attached, and on our website for further details.</p>

Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self -referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

Flexible Working

- Flexible working hours outside of our core hours of 10am to 4pm on work from home days.
- Provision of laptop to work from home.