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| Job Title | Individual Giving Senior Executive – 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 Senior Executive - Supporter Acquisition, you will play a pivotal role in the Individual Giving team. You will be responsible for the delivery of core elements of the Supporter Acquisition programme, developing engaging communications / products and activity across multiple channels, such as paid search and social, email, telemarketing and offline channels. You will lead and deliver projects for the recruitment of new supporters to identify new audiences, optimise response, grow the supporter base and contribute to the lifetime value of supporters.

This is an exciting time to join the team as we embark on a growth period. Working with the Individual Giving Manager (acquisition) you will have the opportunity to take ownership of campaigns. Development is very important in the team, with consistent support for the wider team.

Working Relationships

The post holder will liaise closely with IG team members, Fundraising colleagues, those in Marketing & Digital, Data & Fundraising Ops, Finance and the Grants team as well as Heads of Department, Senior Managers, the Managing Director, Senior Leadership Team, PR & Comms, supporters, volunteers and suppliers.

Key Areas of Responsibility

- 1.1. Lead in the development and delivery of Supporter Acquisition campaigns/activity/products across a range of media, with a specific focus on digital channels, in line with strategy, planned budgets and targets, ensuring campaign deadlines are met.
- 1.2. Work closely with the Individual Giving Manager – Supporter Acquisition to plan, manage and deliver the annual operating plan, including end-to-end project management, making decisions within agreed parameters, providing recommendations for final approval.
- 1.3. Be responsible for the briefing and the day-to-day management of internal and external suppliers including copy and artwork development through to production, broadcast and final print.
- 1.4. Manage the briefing and liaising with the Data team to deliver complex and accurate data selections and reporting requirements.
- 1.5. Monitor and report on campaign/activity/product performance/KPIs (e.g. end of campaign reports, monthly reporting) and analyse results to enhance campaign performance and inform campaign planning, decision making and improvements to Supporter Acquisition.
- 1.6. Deliver draft budget and reforecasting figures as part of the planning and budgeting process, providing information required, and working closely with the Individual Giving Manager – Supporter Acquisition, to review and reforecast activities for Supporter Acquisition.
- 1.7. Work with the Individual Giving Manager - Supporter Acquisition, to present results to key stakeholders.

- 1.8. Work with the Data & Fundraising Operations and Marketing & Digital teams to brief and undertake analysis, internally or externally, as appropriate, that contributes to the objectives of the team.
- 1.9. Deputise for the Head of Individual Giving and Individual Giving Manager – Supporter Acquisition, in some meetings; contribute actively to decision making in the moment.
- 1.10. Work closely with other members of the Individual Giving Team, other Fundraising teams, and teams across the Charity and the Royal Marsden NHS Foundation Trust, where necessary, to ensure all activities are co-ordinated and supporter focused to meet the objectives of the Supporter Acquisition team. This will include building and maintaining relationships and promoting a culture that champions RMCC's Values.
- 1.11. Be responsible for the day-to-day management of relationships with external agencies and suppliers to develop and deliver effective campaigns.
- 1.12. Stay up to date with fundraising and digital marketing trends and compliance to ensure compliance of all relevant legislation and regulation, particularly in relation to changes in Code of Fundraising Practice and the handling of personal data.
- 1.13. Forge positive relationships across The Royal Marsden NHS Foundation Trust in order to ensure support for and achieve fundraising, and wider organisational, goals.
- 1.14. Provide cover to the Individual Giving Assistant during periods of absence, including, handling supporter queries, greeting donors in the hospital when called from reception, handling telephone calls and ensure all donations are thanked, including high value donations.
- 1.15. Ensure that donor records are accurately kept up-to-date as necessary, and stored in line with data protection regulations and best practice, as well as in line with Database and Fundraising Support policies and procedures.
- 1.16. 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.
- 1.17. Undertake any other duties 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 | |
| Evidence of knowledge acquired through experience. | D |
| Experience and knowledge | |
| Experience of applying the principles and techniques of Individual Giving / Direct Marketing within a multi-channel, multi-discipline environment, especially through supporter acquisition channels. | E |
| Good project-management experience, including managing budgets, schedules, creative development, and supplier relationships for fundraising direct marketing campaigns. | E |
| Knowledge of best practice digital fundraising, with particular experience of running Search, Social and online campaigns to increase supporters and gather data for future marketing opportunities. | E |
| Experience of managing campaign budgets, reforecast of activity, monitoring, reconciling and reporting on results in line with KPIs. | E |
| Experience of Individual Giving acquisition programmes. | D |
| Experience of managing external relationships, for example with suppliers, agencies, including effective negotiation re costs and contractual obligations. | 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 |
| Key competencies | |
| Ability to demonstrate, promote and apply our workplace values. | E |
| Highly proactive and self-sufficient with the ability to prioritise own workload. | E |
| Excellent organisational skills and attention to detail. | E |
| Able to problem solve, be adaptable and flexible. | E |
| 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 |
| Ability to plan and schedule activity | E |
| Ability to work under pressure, meet deadlines and manage multiple priorities. | E |
| Ability to communicate effectively both orally and in writing. | 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

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| Salary | £35,000 - £37,000 per annum |
| Contract Type | Permanent |
| Hours of Work | 37.5 per week |
| Location | Hybrid working, with a mix of office and home working, based at our Chelsea or Sutton site, with working from Chelsea or Sutton site. |
| 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

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.

