



Job Title	Associate Director of Public Fundraising
Directorate	Public Fundraising
Accountable to	Managing Director, The Royal Marsden Cancer Charity
Responsible for	Public Fundraising Directorate

About Us

The Royal Marsden is a world leading cancer centre, pioneering research, treatment and care for patients across the UK and worldwide. At The Royal Marsden Cancer Charity, we believe that through funding the life-saving research and world-leading treatment and care at The Royal Marsden, we can save the lives of people with cancer everywhere. 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 completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

With one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we are delivering our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed to raising £200 million, through its Global Cancer Appeal, for a new major development project in Chelsea. 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.

Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

Respectful

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

Kind

We are caring, responsive, considerate, and generous with our time.

Ambitious

We have high aspirations and are enterprising in our approach.

Purposeful

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

Versatile

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

The Public Fundraising Directorate

The Public Fundraising Directorate is responsible for accelerating growth of the Charity's income, in particular unrestricted income, through Community Fundraising, Individual Giving and Legacy programmes. Together these teams inspire thousands of supporters each year, creating powerful opportunities to give, fundraise for and connect with The Royal Marsden Cancer Charity. By delivering innovative products and supporter journeys that maximise lifetime value, the directorate plays a pivotal role in expanding our reach, deepening engagement and ensuring every supporter feels valued.

Job Purpose

The Associate Director of Public Fundraising is responsible for accelerating income growth across all mass fundraising channels, ensuring the Charity meets its ambitious targets as part of its fundraising strategy.

As a member of the Senior Leadership Team, the postholder will provide visionary leadership for Community Fundraising, Individual Giving and Legacy programmes. They will drive innovation, supporter recruitment and retention, and product development to significantly grow sustainable income.

This role plays a pivotal part in ensuring the Charity can fund transformational projects while also expanding national supporter engagement and strengthening the supporter experience.

Working Relationships

The Associate Director of Public Fundraising works closely with the Managing Director, Charity Senior Leadership Team, Marketing & Digital, the Creative Services Team, Philanthropy & Partnerships, Individual Giving, Community Fundraising, Legacies, PR and Communications, Database and Fundraising Operations, Charity Finance, Grants, Hospital colleagues, suppliers, volunteers and supporters.

Key Areas of Responsibility

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.

Leadership & Strategy

- Serve as a member of RMCC's Senior Leadership Team, contributing to organisational strategy, risk management and governance, as well as leading by example in line with our values to create an organisational culture where everyone can belong.
- Lead the development and delivery of an ambitious Public Fundraising strategy that grows annual income, particularly unrestricted income, and diversifies audiences.
- Create a compelling vision for Public Fundraising that inspires the team and aligns with the Charity's 5-year strategic priorities.
- Champion an insight-led, supporter-centric approach to fundraising across all mass audience programmes.
- Provide leadership to the Public Fundraising Directorate, ensuring clear vision, performance management, and staff development.

Fundraising Growth & Innovation

- Drive significant growth across Community, IG and Legacy income streams, with clear KPI's and annual growth targets.
- Lead a programme of product and campaign innovation, informed by data, supporter insight and market trends.
- Strengthen supporter acquisition and retention to build a pipeline of long-term sustainable income.
- Ensure fundraising activities are integrated with wider Charity campaigns, brand and digital activity.

Supporter Experience & Engagement

- Oversee the continuous development and delivery of strategic supporter journeys that build loyalty, maximise lifetime value and ensure every supporter feels valued.
- Ensure Public Fundraising teams work collaboratively with Marketing & Digital, Philanthropy & Partnerships and other teams to deliver integrated campaigns.
- Champion a culture of stewardship, ensuring donors and volunteers are thanked, recognised and inspired.

Governance, Risk & Performance

- Lead robust annual planning, forecasting, budgeting and reporting for Public Fundraising, ensuring ambitious targets are met.
- Provide regular reports to the Board of Trustees on performance, risks and opportunities.
- Ensure all fundraising activity complies with the Fundraising Regulator's Code, GDPR and relevant legislation.
- Embed best practice and continuous improvement across the Public Fundraising directorate.

Team Leadership & Culture

- Lead, manage and develop a high-performing directorate, promoting RMCC's values.
- Foster a culture of inclusivity, innovation, collaboration and accountability.
- Provide opportunities for learning and development across the team to build future leadership capacity.

External Profile & Stakeholder Management

- Act as an ambassador for RMCC's Public Fundraising, raising the Charity's profile in the sector.
- Build strong relationships with hospital stakeholders, clinical colleagues and sector partners to strengthen fundraising.
- Represent RMCC externally to share best practice and showcase impact.

Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Experience and knowledge	
Experience in leadership and strategy development within a fundraising charity.	E
Demonstrable success in driving growth in one or more public fundraising income stream	E
Strong track record of product and campaign innovation that has delivered significant income growth.	E
Experience leading and developing large, multi-disciplinary teams, driving performance and embedding cultural and process change.	E
Proven ability to manage multi-million-pound budgets.	E
Excellent stakeholder management and influencing skills, able to operate with confidence at Executive and Trustee level.	E
Strong knowledge of fundraising governance, compliance and best practice.	E
Proven commitment to diversity and inclusion, with the ability to embed inclusive principles across public fundraising and supporter engagement activities.	E
An interest in cancer and health issues	E
Experience working in a fundraising charity, NHS, or health/science setting.	D

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	£85,000 - £95,000 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 occasional 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.