Logo

Description automatically generated

# **JOB DESCRIPTION**

|  |  |
| --- | --- |
| **Role:** | Fundraising Manager |
| **Reporting to:** | Chief Executive Officer |
| **Liaises With:** | CEO, Communications Manager, Office Manager, Services  Co-Ordinator |
| **Salary Scale:** | Band 9, Pay Point 35 - 41 [£31,634 – £37,383] |
| **Hours:** | 35 hours per week (part-time hours considered) |
| **Location:** | Belfast |
| **Date:** | April 2023 |

The Children’s Cancer Unit Charity are dedicated to helping fund the Children’s Haematology and Cancer Unit in the Royal Belfast Hospital for Sick Children. Our aim is to provide the medical team and staff at the Unit with the necessary resources, equipment and support to ensure that children affected by cancer in Northern Ireland have access to the best possible treatment and care.

We deliver support in a number of ways: by funding key roles in the Unit, as well as funding training and professional development for the department staff; by funding vital equipment and infrastructure to the Unit, such as adding 2 new rooms and funding the new ultrasound scanner for the Children’s Hospital; and by providing additional patient care and support, from treats and entertainments, to our Robotics programme, connecting children with their schools, and support for families dealing with the additional pressures and costs that cancer can bring. All of these services are made possible through fundraising and donations.

**ROLE OVERVIEW**

He/she/they will lead the development, delivery and implementation of The Children’s Cancer Unit Charity’s fundraising strategy and operations.

Working closely with the CEO, he/she/they will lead, develop and deliver an effective fundraising strategy to help us develop long-lasting partnerships and increase income generation. He/she/they will promote the work of The Children’s Cancer Unit Charity, raise awareness of childhood cancer and its effects on families, and generate strategic partnerships, events and campaigns across corporate and community-based sectors.

**MAIN DUTIES AND RESPONSIBILITIES**

1. **Fundraising**

* Lead the development and implementation of an effective, rolling fundraising plan to maximise income in order to meet agreed targets and objectives.
* Work closely with the CEO to develop, agree, manage and monitor income targets and expenditure budgets, delivering an acceptable return on investment in line with best practice.
* Ensure that effective marketing plans and budgets are developed for all Children’s Cancer Unit Charity events and campaigns.
* Work closely with the Communications Manager to develop tools to support an agreed set of campaigns/activities.
* Identify and implement opportunities to retain and develop relationships from existing fundraising and supporters and recruit new supporters.
* Engage with businesses across Northern Ireland to drive new business, Charity of the Year partnerships and corporate donations, identifying and developing ways to motivate and engage staff with fundraising.
* Work with the Communications Manager to develop outstanding presentation materials and literature for a variety of audiences.
* To ensure that all supporters, partners and volunteers are thanked in a timely and appropriate manner to help drive supporter loyalty and engagement.
* Undertake evaluations and analysis of fundraising activities to inform future planning and to ensure that The Children’s Cancer Unit Charity learns from its mistakes and builds on its successes.
* Oversee the delivery of excellent donor care across fundraising activities so that donors and supporters are retained and developed.
* Ensure the effective management of all data relating to fundraising activity, to support all donor care and fundraising, and to ensure the CRM is sufficiently robust to meet the growing demands of the organisation.
* Act as an advocate for The Children’s Cancer Unit Charity specifically with funders and supporters of all kinds (corporates, trusts, individuals, community).
* Work with the CEO to identify funding for projects and initiatives and to develop grant applications for appropriate trusts, foundations or statutory funding.
* Keep up to date with developments within the voluntary and community sectors in NI, UK, and internationally to spot trends, potential opportunities and threats.

1. **General Duties**

* To attend regular team meetings
* To represent The Children’s Cancer Unit Charity as directed by the Chief Executive.
* To be available for ongoing professional development/training opportunities
* Maintain a positive working environment, acting as a positive role model to promote team working, respect, innovation and excellence and encouraging cross-team working.
* To be available for planning, review, support and appraisal meetings
* To perform any other reasonable duties and specific projects as assigned by management to contribute to the overall aims of The Children’s Cancer Unit Charity.
* To comply with all Children’s Cancer Unit Charity Policies, Procedure, guidelines and current legislative requirements.
* To adhere to and operate within The Code of Fundraising Practice.
* There will be some evening and weekend work for events and presentations so time off in lieu will be granted in line with The Children’s Cancer Unit Charity’s TOIL policy.

**PERSON SPECIFICATION**

|  |  |
| --- | --- |
| **EXPERIENCE / KNOWLEDGE** |  |
| A third level qualification & evidence of continued personal and professional development. | Essential |
| Minimum of 3 years’ experience in the field of fundraising. | Essential |
| Membership of a professional body for example Chartered Institute of Fundraising. | Desirable |
| A proven successful track record of large account & project management within fundraising in the last four years. | Essential |
| A proven track record in planning campaigns to influence behaviour. | Essential |
| Proficient use of MS Office, CRM and CMS systems. | Essential |
| A proven track record in working with others to devise and implement plans. | Essential |
| Demonstrate an awareness of the legislation and regulatory standards as they apply to fundraising. | Essential |
| Highly developed negotiation and stewardship skills with a proven track record in nurturing relationships for the long term, raising interest and converting cold contacts into warm leads. | Essential |
| Demonstrable success in project management. | Essential |
| Demonstrate effective approaches to problem solving and decision making | Essential |
| Highly developed communications and presentation skills with experience of a wide variety of people and organisations. | Essential |
| Experience within the charity sector. | Desirable |
| Experience of Canva/Photoshop | Desirable |
| Experience of Facebook advertising / Google adwords etc. | Desirable |

|  |  |
| --- | --- |
| **COMPETENCIES** |  |
| Supporter-driven: can develop highly productive working relationships with supporters | Essential |
| Result-driven: with a focus on raising awareness and engagement at agreed and acceptable return on investment | Essential |
| Resilience: does not give up easily and is focused on the agreed outcome | Essential |
| Initiative and creativity: is able to spot and grasp opportunities and is capable of coming up with creative ways to differentiate The Children’s Cancer Unit Charity’s position in the crowded charity market place | Essential |
| Efficiency and effectiveness: manage and prioritise complex pieces of work, operate under pressure to deliver good results when faced with challenges | Essential |
| Communication and influence: can present complex ideas (orally and in writing) in a compelling way and produce excellent written materials | Essential |
| Drive: committed to producing the very best outputs with an ability to persist in pursuing goals despite obstacles | Essential |
| Adaptability and flexibility: is able to work in different environments with a wide range of people and profiles | Essential |
| Confidentiality and empathy: mindful of the sensitivities around the issues affecting children, young people and their families when living with cancer | Essential |

|  |  |
| --- | --- |
| **JOB CIRCUMSTANCES** |  |
| Committed to The Children’s Cancer Unit Charity’s aims and values | Essential |
| Ability to travel as required | Essential |
| Driving licence or alternative means of flexible transport | Essential |
| Ability to work unsocial hours | Essential |

This job information is not intended to be either restrictive or definitive. It is important to note that the responsibilities of the post may change to meet the evolving needs of the organisation.

***NB: The organisation reserves the right to enhance the above criteria to facilitate short-listing.***

Logo

Description automatically generated

**The Children’s Cancer Unit Charity Benefits**

* Standard 35 hour working week (pro-rata for P/T workers)
* 28 days Annual Leave
* 11 Statutory Days
* Fixed Christmas Closure
* Day off for your Birthday
* Flexible Working Opportunities
* Time of in Lieu (TOIL) in compensation for additional hours worked
* Ongoing supervision and support
* Family friendly policies
* Celebration of Individual and Team Success
* Training & Development Opportunities
* Competitive Salary linked to Payscale
* 5% Contribution to Pension Scheme
* Work-related Professional Membership Fees Paid
* Enhanced Sickness, Maternity, Paternity and Adoption Pay
* Employee Assistance Programme
* Mileage Allowance at HMRC Rate
* Free Parking

**Alongside our excellent staff benefits, we will support your ongoing development to build your skills, experience and career opportunities.**