Job Description and Personnel Specification

Community & Public Fundraising Manager

Full Time

Permanent
Foreword from the Head of Fundraising and Communications

Dear Applicant

Thank you for your interest in the position of Fundraising Manager with Action Cancer. Established in 1973 Action Cancer is Northern Ireland’s leading local cancer charity delivering a range of life saving and supporting services and programmes to children, young people and adults.

The charity provides all of its services and interventions free of charge to the end user, however to do so requires it to raise income of circa £4.0m per annum. A highly successful, award winning and exceptionally well run charity, Action Cancer has well established income streams and strong relationships with leading corporate organisations and individuals. The charity places considerable emphasis on how it and its staff and volunteers live out its Values.

Action Cancer has very exciting plans for the future and in April 2018 is set to open a new Breast Screening Clinic and Therapeutic Centre in Belfast. This role provides an opportunity for you to join the team that made this happen and to ensure that the charity continues to expand and deliver its life saving and supporting services long into the future.

The post holder will report directly to the Head of Fundraising and Communications, line manage a team of three and be specifically responsible for income generation through Action Cancer “Community Fundraising Groups” and individuals participating in treks, marathons or undertaking one off fundraising events.

The role offers an exciting opportunity for you to make a real difference to others whilst at the same time providing you with superb development and learning opportunities. Are you the person we are looking for? If you are an experienced fundraiser, with leadership experience, strong personal and communication skills, well organised, motivated and can demonstrate success in fundraising and exemplar customer care, we would love to hear from you.

The closing date for application has been extended until 12 noon, Wednesday 31 January 2018. Late applications will not be considered regardless of the reason.

Please find enclosed relevant information relating to Action Cancer and the role, including the selection process.

I am delighted that we are working with Chief Officers 3rd Sector (CO3), to help with the recruitment process. If you have any initial queries relating to the post, in the first instance please contact Daniel McVicker at daniel@co3.bz or telephone 028 90 245356 / 07803 209590.

Yours sincerely

Dougie King
Head of Fundraising and Communications
Title of Post: Community and Public Fundraising Manager

Hours: 35 per week

Reports to: Head of Fundraising and Communications

Location: Action Cancer House, Belfast

Salary: NJC point 33 - 37: £29,323 - £32,486
6% Pension Contribution
Up to 25 days Holiday leave per annum plus 12 customary holidays
Flexible working practices
TOIL
Free Parking
*See Appendix 1 (Page 9) for Action Cancer Total Reward Statement

In addition to a competitive salary, Action Cancer offer a Total Reward Package which focuses on what our staff value, and includes a flexible mix of rewards designed to meet staff needs, their lifestyle, and their stage in life, including a time-off-in-lieu accrual system, training, flexible family-friendly working arrangements, pension contributions, and excellent professional development opportunities.

Action Cancer is a local Northern Ireland charity - all our money is raised to provide services for local communities. Our dedicated team of staff and volunteers work across the whole of Northern Ireland helping to save lives and support people affected by cancer. To operate our services we must raise circa £4 million every year.

We provide early detection and health promotion services, and counselling and support services for cancer patients and their families, thereby making a real difference to people who are affected by or living with cancer.

Action Cancer staff - a mix of highly skilled professionals - are the most valuable asset to our charity. We offer a wide variety of training and development opportunities, and family friendly initiatives to enhance work-life balance, and to value and support individuals and family life. In recognition of this we were awarded Best Learning and Development Organisation in Ireland - Not for Profit Sector, and were winners of The Irish News ‘Best Place to Work’ Award, Employers For Childcare “Childcare Works Award”, Employers For Childcare Family Friendly Employer Award - Social Enterprise/Charity of the Year, and Employer of the Year Award by UTV Business Eye Awards.

We are also very proud to have achieved Investors in People Gold Champion status, Investors in People Health & Wellbeing Good Practice accreditation, and Investors in Volunteers accreditation. These awards are testament to our continued commitment to “have highly valued, trained, enthusiastic, focused and committed people who work together and engage with others to make a positive impact on our community”.

An Organisational Chart has been included on Page 10.
Employees of Action Cancer must support its Mission, Values and Behaviours:

Values and Behaviours:

Our strengths are that we are a Values driven charity with people being at the very centre of everything we do. Our services are proven to make a difference, we are a Northern Ireland charity run and controlled by local people, raising money, spending money, and supporting people only here in Northern Ireland.

We have three stated Values which are supported by seven expected behaviours.

Value 1: Putting People First - People are at the centre of everything we do.

Value 2: Making a Difference - Having a positive impact on everything we do.

Value 3: Being Accountable - Clear, open and honest about everything we do.

Our Values are supported by seven Behaviours. We Will…

1. Treat people with respect, care, dignity and consideration.
2. Listen, hear and respond positively to what people say.
3. Support, develop and equip our people to reach their full potential.
4. Gain from our experience and celebrate success.
5. Work together, supporting, adding value, learning from and sharing with others.
6. Embrace and develop new ideas, ways of working and technologies.
7. Welcome scrutiny, taking ownership and responsibility collectively and individually for our actions
Community and Public Fundraising Manager – Job Description

Overall Responsibility

In accordance with Action Cancer’s Strategic Plan and in consultation with the Head of Fundraising and Communications, develop annually a fundraising, marketing and communications strategy and plan to maximise income from the Community and General Public of Northern Ireland.

In conjunction with the Head of Fundraising and Communications, develop and agree an annual cost budget and income targets, reporting monthly to the Head of Fundraising and Communications actual performance against target and where adverse, a proposed course of corrective action.

Lead on the implementation of the plan to deliver the strategy.

Be accountable for the line management of staff and the achievement of the overall Community and Public income budget.

Ensure that all resources available are efficiently and effectively employed in pursuit of delivery and the achievement of all targets, KPI’s and financial budgets. This includes ensuring that a team approach is developed and the appropriate level of support, and resources are made available to ensure successful delivery.

Ensure that staff have in place the appropriate support, training and development opportunities to ensure achievement of their own budgets, KPI’s and targets.

Ensure that on all occasions Action Cancer is an exemplar of Customer Care and fully adheres to all relevant Fundraising Regulations and associate legislation. E.G Data Protection and GDPR 2018.

Community and Public Income Responsibility

The Community and Public team has overall responsibility for a wide range of existing income streams, relationships and for the development of new sources of sustainable income and partnerships.

This includes but is not limited to income generated from:

1. Action Cancer Community Fundraising Groups.
2. Overseas Treks.
3. Activities and events planned and organized by Action Cancer.
4. Marathons and Running Events.
5. Clubs, societies and associations.
6. Individuals and groups of individuals. (Inc. Just One Thing)
7. Activities and events organized by the General Public.

The annual income budget from Community and Public of Northern Ireland is circa £600k per annum of which circa £250k is derived from circa 15 Action Cancer Community Fundraising Groups (1 above) and £150k from Overseas Treks, Activities and events planned and organised by Action Cancer (2&3 above). The majority of the 15 Action Cancer Community Groups have been established for over circa 40 years and have been a mainstay of substantial sustainable income for the charity. The sustainability and growth of income from Groups, treks and activities, is critical to the continuation of Action Cancer. Accordingly, whilst the post holder has responsibility for ensuring the long term integrity of these income streams, the relationship management and the fundraising operational requirements associated with Group, Trek and Activity income is the direct and accountable responsibility of the Community Group Executive and the Treks and activities Executive.
Specific Duties and Responsibilities.

The Post holder is directly responsible for the successful delivery of 3 to 7 above.

1. Develop and meet agreed targets by building on the charity’s existing events program, including but not limited to “Just One Thing” and by introducing new events with the aim of generating funds for the charity.

2. Develop meaningful and effective relationships with individuals, partners, cycling and running associations with the aim of encouraging them to run or participate in events on behalf of the charity.

3. Provide support and resources to external parties who offer to run events or raise monies for Action Cancer via public run events.

4. Develop existing and new flagship events to generate additional funds, through increasing participation levels, additional sponsorship and a greater return from supporters.

5. Develop a specific marketing and fundraising strategy to target youth groups, e.g. Young Farmers, GB. Bb scots etc. to generate funds and promote services.

6. Target sporting clubs and societies to build relationships to raise awareness and funds to support the charity’s work.

7. Develop the potential of Cause Related Marketing activity and sponsorship brokerage and development.

8. Develop and manage in-kind donations and corporate volunteering in association with other departments.

9. Contribute to the development of key campaign activity with a view to commercial opportunities.

10. Network to maintain and build Action Cancer’s profile within the business community

11. The production of publications, promotional materials and social media posts relating to areas of responsibility.

12. Maintain the charity’s public profile and to educate and increase awareness of Action Cancer services and campaigns.

13. Evaluate on a regular basis the performance of Donor Income and appeals etc. developing initiatives accordingly to ensure delivery of targeted income and agreed budgets.

14. Manage and maintain an up to date donor database that is fully compliant with legislation and the requirements of GDPR 2018.

15. To nurture and maintain excellent relations between Action Cancer and its stakeholders by ensuring effective and regular communication with staff, donors, volunteers etc.

16. Explore innovative and creative ways to maintain the charity’s public profile and to educate and increase awareness of Action Cancer services and campaigns

Other Duties

A team approach is central to the success of Action Cancer’s fundraising department and from time to time the post holder may be required to assist with:

- Corporate Fundraising
- Direct Mail
- Public Speaking and Cheque presentations
- Implementation of campaign
- Events Fundraising
Management and Development of Staff and Volunteers

1. Line Manage and supervise the work and responsibilities of:
   - The Community Group Executive
   - The Treks and Activities Executive
   - The Fundraising Coordinator.

2. Build a small team of volunteers to assist in the delivery of the annual plan and to attend and to represent Action Cancer at cheque presentations, prize draws etc.

3. Supervise volunteers and placements with the aim of maximizing events income.

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid and definitive, but should be regarded as providing guidelines within which the individual works. Other duties of a similar nature and appropriate to the grade may be assigned from time to time. It is important to note that the responsibilities of the post may change to meet the evolving needs of the services that the charity provides.

Employees of Action Cancer must support its Mission as follows:

“Action Cancer is a Northern Ireland charity dedicated to saving lives and supporting people through cancer awareness, prevention, detection, and support.”

Action Cancer expects all staff to “live” by three values:

1. Putting People First – people are at the centre of everything we do.
2. Making A Difference – Having a positive impact on everything we do.
3. Being accountable – clear, open and honest about everything we do.

General Responsibilities

All staff must comply with Action Cancer’s No Smoking Policy on Action Cancer Premises.

All duties are carried out in compliance with Action Cancer’s Health and Safety Policy and Statutory requirements.

Action Cancer is an Equal Opportunities Employer. You are required to adhere to Action Cancer’s Equal Opportunities Policy throughout the course of employment.

All staff must comply with Action Cancer Data Protection Policy and Procedures.

To ensure the ongoing confidence of the public in the staff of Action Cancer, staff must ensure they maintain the high standards of personal accountability.
PERSONNEL SPECIFICATION

Essential Requirements

1. A minimum of 24 months experience working in Event Management, Fundraising or Marketing.

2. Relevant degree level qualification or equivalent OR a minimum of 4 years’ experience working in Event Management, Fundraising, or Marketing.

3. Proven experience of achieving financial targets and competent budget management.

4. A minimum of one year’s experience supervising or managing staff.

5. High level of experience and competence with IT including all Microsoft packages and social media

6. Hold a full, current driving license with business insurance and have access to the use of a car or some other appropriate form of transport to carry out the duties of the post in full.

7. Flexible and available to work hours to meet the needs of the role – including evenings and weekends.

8. Excellent communication skills

9. Excellent organisational skills

10. Ability to multi-task, prioritise and work to deadlines

11. Proven team player

12. Ability to work on own initiative

Desirable Requirements

1. One year’s experience in a similar role.

2. Previous experience of public speaking.

3. Three years or more experience in event management, fundraising or marketing.

4. Experience of Raisers Edge software.

Terms and Conditions of Employment

- 3 satisfactory references are required one which must be from a current / previous employer.
- Successful applicants must evidence their right to work in the UK (under the Asylum and Immigration Act). This will be evidenced in the first instance by a passport or other forms of ID that will be outlined if no passport is available.
- 6 month probationary period.
- Evidence of relevant academic and professional qualifications.
- Evidence of appropriate vehicle documentation.
- All potential employees may be asked to attend a pre-employment medical

Action Cancer is an Equal Opportunities employer, and are proud to have achieved Investors in Volunteers accreditation.
## Appendix 1: Action Cancer Total Reward Statement

### TRAINING AND DEVELOPMENT
- Organisation Wide Training Budget
- Paid Tailored Training and Development Support
- Comprehensive In-House Training Courses and External Development Opportunities linked to Role, Strategic Plan, Individual Requests, and Competencies
- Comprehensive Induction Programme
- One to One Coaching & Mentoring
- Personal Job Plans, Development Plans, and Ongoing Supervision
- Continued Professional Development Support
- Structured Interim and Annual Performance Reviews
- Regular Teambuilding and Staff Away Days
- Cross Departmental Working Opportunities
- Overseas Challenge Opportunities

### WORK LIFE BALANCE
- Standard 35 hour working week
- Staggered start times
- Up to 30 days annual leave and 12 annual statutory days
- Flexible working (home working, compressed and reduced working hours)
- Fixed Christmas closure
- Time Off In Lieu (TOIL) in compensation of additional hours worked
- Career breaks
- Discretionary leave
- Family & People Friendly Policies
- Christmas Family Party

### SOCIAL, PHYSICAL AND MENTAL HEALTH WELLBEING
- Therapeutic Supports - Counselling, Complementary Therapy, Acupuncture
- External Staff Care and Support Services
- External Occupational Health Service
- Health Checks, Screening and Flu Vaccinations
- Regular Staff Health and Wellbeing Surveys
- WPA - NHS Cash Back Plan
- Financial Workshops
- Mediation Services
- Subsidised Christmas Departmental Celebrations
- Staff Pool Car

### FINANCIAL REWARD AND RECOGNITION
- Sector Competitive Salaries
- Annual Increments to Top of Scale and Cost of Living Increase
- Enhanced Sick, Maternity, Paternity and Adoption Pay
- 6% Contributory Pension Scheme
- Work Related Professional Membership Fees Paid
- Salary Sacrifice for Pension, Childcare, Bus Travel, and Bike to Work Schemes
- Celebration of Individual and Team Success
- Mileage Allowance at the Prevailing HMRC Rate
- Clear Policies and Procedures
- Enhanced Paid Annual Leave
- Additional Day Paid Leave at Christmas and at 10, 15, and 20 Years’ Service
- Free Parking