



Inform | Support | Connect

Fundraising Support Assistant

Recruitment Pack

May 2018

CONTENTS:

Lymphoma Action

About the role

Timetable

How to apply

About Lymphoma Action

Introduction

Lymphoma Action – formerly the Lymphoma Association – is a national charity that provides high quality patient information, advice and support to people affected by lymphoma. We also work with and support the healthcare practitioners who treat and support lymphoma patients. In addition, we engage in policy and lobbying work at government level and within the National Health Service with the aim of improving the patient journey and experience of people affected by lymphoma.

Vision, mission and values

Our vision

Everyone affected by lymphoma will receive the best possible support, treatment and care.

Our mission

Through information, education, support and influence, we will make sure no-one has to face their lymphoma alone.

Our organisational values

Lymphoma Action works to a clear set of values in everything that it does, as follows:

SPECIFIC about lymphoma

- **Specialists** – in lymphoma
- **Proactive and ambitious** – in bringing about change for people affected by lymphoma
- **Empathetic and caring** – about people affected by lymphoma
- **Confident** – about what we can achieve
- **Inclusive and representative** – of people affected by lymphoma
- **Focused and clear** – on what we need to achieve
- **Influential and empowering** – in what we do
- **Collaborative** – in how we work

About lymphoma

Lymphoma is the fifth most common cancer in the UK, with more than 19,500 people diagnosed every year, including diagnoses of chronic lymphocytic leukaemia (CLL) (which is a form of lymphoma, despite its name). While the majority of people diagnosed with lymphoma will be over the age of 55, lymphoma is also the most prevalent cancer among teenagers and young adults aged under 30. Approximately 125,000 people are living with lymphoma and CLL in the UK.

While lymphoma shares some similarities with other types of cancer, there are important aspects where it differs and that give a different slant to the charity's work:

- For most cases of lymphoma, there is no known cause. Therefore, positive health promotion messages will have little impact. In this sense, it's a great "unknown" and "unknowable" disease.
- Lymphoma concerns a part of the body that few people know or understand – the lymphatic system. This makes it even harder to cope with and explain to other people.
- For some forms of lymphoma, particularly indolent or low grade forms, the initial treatment will be "no treatment", in the form of "watch and wait", whereby people with a diagnosis, but no troublesome symptoms, will see their specialist for regular check-ups and only begin treatment if problematic symptoms develop. This runs counter to mainstream cancer messaging which concentrates on spotting and understanding the signs and symptoms of cancer, leading to earlier diagnosis and speedy treatment, with, in many cases, a direct link to vastly improved outcomes.
- Many forms of lymphoma are chronic cancers – while the majority of other cancers, particularly solid tumour ones, will be treated with curative intent, many forms of lymphoma are not curable, but they are eminently manageable as long-term diseases. As such, many people will live with lymphoma for a long time, with a number of relapses. It may well be that they outlive their cancer, but die from some other cause. This presents a whole range of additional issues for lymphoma patients and their families, including those around psychological support for coping with a long-term incurable cancer and a different approach to survivorship support.
- In contrast, some forms of lymphoma are aggressive and, if not treated quickly and effectively, will become terminal. Yet, at the same time, many of these aggressive forms are the ones that can be treated most successfully and have the potential to be cured. All this adds further to the complexity and difficulty in understanding lymphoma as a disease and cancer.
- Age is an important factor in cancer diagnosis, treatment and survival generally. It is particularly important in lymphoma because of the two peaks of incidence – one in younger people under the age of 30 and the other in older people, particularly over the age of 55.

What we do

Lymphoma Action is based in Aylesbury and currently employs 42 staff and about 200 volunteers who carry out its services and activities, which can be broadly grouped as follows:

- Information and publishing – we provide a range of high quality information leaflets and publications (including our regular magazine *Lymphoma matters*), which we distribute via our website and in hard-copy formats to hospitals and cancer information centres.
- Lymphoma TrialsLink – an online clinical trials database and information service (see www.lymphoma-action.org.uk/lymphoma-trialslink)
- Helpline – open five days a week, throughout the year, we deal with more than 6,000 enquiries per year, providing in many cases much-needed emotional support for those affected by lymphoma.
- Support groups – we operate a network of 45 volunteer-run local support groups across the UK, offering information, support and local communities for people living with lymphoma.

- Buddy scheme – we have a team of over 150 trained buddies whom we link with people who need additional support or who want to speak with someone who has shared similar experiences.
- *Live Your Life: living with and beyond lymphoma* – our survivorship and education programme, funded by the Big Lottery Fund, which we have been rolling out since the start of 2017 onwards.
- Events – we run national and regional events for people affected by lymphoma, including carers, friends and relatives.
- Healthcare education and training – we run training events and conferences for, and provide information to, healthcare practitioners working in the field of lymphoma, including GPs, nurses, specialist trainees and consultants.
- Website – we have relaunched our interactive new website www.lymphoma-action.org.uk offering a range of information and support, including hosting a number of online forums for people affected by lymphoma to share experiences and seek mutual support.

The charity's work and strategic objectives are overseen by the board of trustees, which meets four times a year. The day-to-day operation of the organisation is currently led by an interim chief executive, Simon Hills (with a new permanent CEO starting in post in August 2018), and a senior management team (SMT) comprising:

- Karen Rabjohn Director of Fundraising and Communications
- Stephen Scowcroft Head of Business Development
- Jim Howson Head of Finance

A business management team (BMT) also works across the organisation, comprising, in addition to the SMT, staff in the following roles:

- Senior fundraising manager
- Senior marketing and communications manager
- Information and support manager
- Education and training manager
- Regional development managers
- Publishing manager
- Digital manager
- PR and public affairs manager

Financially, we are dependent on our fundraising work, with the vast majority of our funding coming from individual donors and some grant-making trusts and organisations. Our annual turnover since 2015 has been in excess of £1.5m per year (2015: £1.5m; 2016: just under £1.7m; and 2017: forecast to be over £1.5m). Our income has increased significantly from our earlier phases of development, largely due to investment in our range of activities, growth and performance. Between now and 2020, we are seeking to continue to grow and develop the organisation's work, which means we are aiming to achieving annual organisational income levels of £2m by 2020.

History of Lymphoma Action

The origins of the organisation date back to 1983 when a group of lymphoma patients first set up a support group. The **Lymphoma Association** was registered as a charity in 1986, with a helpline service being run from Tim and Felicity Hilder's dining room in Haddenham, Buckinghamshire. We began producing information in 1988, launching our first website in 1998. Since then we have developed as a charity and have a continuing ambition to do more for people affected by lymphoma.

Future plans

In its 30-year history, Lymphoma Action has achieved a great deal and has grown to be a charity of importance for those affected by lymphatic cancer. Key highlights would include the following:

- The pump-priming funding of a number of lymphoma clinical nurse specialists in key hospitals.
- The launch and running of an annual Lymphatic Cancer Awareness Week, which goes from strength to strength each year.
- Our ongoing PITS (persistent lumps, itching, tiredness and sweating) campaign for younger audiences, which highlights the main signs and symptoms of lymphoma.
- Numerous awards for our information and its accreditation under the Department of Health's Information Standard.
- The accreditation of our Helpline under the Helplines Partnership's Quality Standard.
- The founding of the international Lymphoma Coalition.
- High quality, practice-changing professional education and training events for people with lymphoma, their carers, friends and family, and also health professionals.
- Promoting the voice of people affected by lymphoma through our policy work, including involvement in NICE technology appraisals.
- The launch of Lymphoma TrialsLink (see above), providing easy-to-understand and ready access to lymphoma trials and innovative new treatments.

Our ethos, work and services are rooted in the importance of information and support, with a strong organisational reputation for professionalism and high quality services. Alongside that we have an increasingly good standing among health professionals and the NHS, as a respected organisation and partner. Yet we also know there is so much more that we could be doing, particularly at a time of great change within the NHS and in the world of lymphoma treatment and management.

Since 2014, we were working to three-year plan that has now come to an end. In that time we accomplished most of what we set out to achieve. Accordingly, the range and reach of our services have increased and/or improved, as follows:

- Digital reach of website and lymphoma information – up from c20k unique visitors in 2014 to c160k per month in late 2017.
- The development and launch of our *Live Your Life* education and survivorship programme (funded across 2017, 2018 and 2019 by the Big Lottery Fund).
- The launch in 2017 of the Lymphoma TrialsLink clinical trials service.
- The LA/Quality Health “Understanding Lymphoma as a Cancer” survey report (and award-winning) poster.
- The relaunch/redesign in 2016 of *Lymphoma Matters* magazine.
- A one-year Clinical Psychology service run through Buckinghamshire NHS Healthcare Trust.
- The launch of a GP e-learning module in 2015 in partnership with the RCGP.
- An extension of core Helpline services.
- An expansion of our Education and Training programme.
- Repeated awards for our patient/care information, and the development of a new look and style for our booklets in 2017 (eg, Young Person’s Guide to Lymphoma).

Alongside these and many other service developments, we have:

- Invested in our fundraising programme, including through the appointment of additional fundraising staff.
- Increased our regional work, through the appointment of two Regional Development Manager posts at the end of 2014 and another at the start of 2018
- A major ICT programme, Tranche 1 of which has already seen our network and infrastructure overhauled and included the launch of a new website in April 2018
- Launching a rebranding project which saw us launch a new name and brand in April 2018 and the Lymphoma Association became Lymphoma Action
- Taken the decision to begin a research programme.

With a new three-year plan developed and approved in 2017, we are working to a revised set of objectives for **2018 to 2020**, as follows:

- To develop, provide and maintain excellent information and support services for people affected by lymphoma.
- To personalise our services, particularly digital information, so that people can access the help that is relevant and tailored to their needs.
- To develop a quality of life based research programme that will bring about improvements in diagnosis, treatment and care of people affected by lymphoma.
- To regionalise our services, support and fundraising.
- To implement our ICT programme as part of building capacity, enhancing sustainability and unlocking potential.
- To continue building an engaging and supportive CPD/education programme for healthcare professionals.

- To maximise our fundraising potential through creating tailored and personalised supporter journeys and developing a regional fundraising framework.

It is an exciting time for us and if we get these plans right, then we will continue with an ethos of patient-focused work and decision-making, but will change the way we work and what we achieve so that we can:

- Produce more information and resources for people with lymphoma and their carers, friends and family, building on our increasingly well-established digital presence.
- Increase the range and type of support services we offer to people affected by lymphoma, including counselling/psychological support services and a *Live Your Life* well-being programme.
- Deliver better support, education, training and publishing services for healthcare professionals about lymphoma.
- Provide more local and regional activities and events for people affected by lymphoma and health professionals.
- Generate a higher awareness of lymphoma among the public.
- Exert a greater influence on health policy as it affects lymphoma.

ABOUT THE ROLE

The role of Fundraising Support Assistant

The Fundraising Support Assistant will be part of a vibrant fundraising and communications team who work together to promote Lymphoma Action support services and raise funds to help run them.

The successful candidate will be responsible for managing the supporter thanking programme to ensure the highest level of donor recognition is achieved and will assist the Fundraising Support Officer in handling initial enquiries into the organisation, providing the best possible customer care. They will also get involved with a range of departmental projects by providing additional administrative support to the wider fundraising and communications team.

This is an ideal opportunity for anyone looking to make a difference for people coping with cancer and to start a career in the charity sector.

Key requirements of the role are:

- Excellent verbal and written communication skills, with a strong eye for detail and creative writing ability to convey sensitively the impact of donations in thank you letters.
- Experience of working successfully in a customer facing administrative support role (using telephone and email communications to help maintain customer loyalty).
- A warm and engaging manner, with a commitment to developing long-term relationships with the charity's supporters, most of whom have been directly affected by lymphoma.
- Good organisational skills with the ability to prioritise tasks, manage workload under pressure and work to deadlines

Benefits

- We offer a flexible way for employees to work their weekly hours, to enable a better work-life balance
- In addition to all UK public holidays, you will receive a full-time equivalent of 25 days' annual leave, rising by 1 day for each year's service up to a maximum of 30 days (for full-time staff; pro rata for part-time staff).
- Further to government legislation, you will be auto-enrolled in the charity's qualifying workplace pension scheme (QWPS), unless you choose to opt out. Lymphoma Action will contribute a sum equal to 5% of your salary per annum; and you are required to make a 3% minimum employee contribution in addition to the employer contribution. The employee contribution will increase to 5% in April 2019 onwards. You may also make further or additional employee contributions.
- After a year's service, you will have access to a life assurance and permanent disability scheme.
- Subject to length of service requirements, you will have enhanced entitlements to maternity, paternity and adoption leave and pay.
- Subject to length of service requirements, you will have entitled to our generous, enhanced contractual sick pay scheme.

The recruitment timetable

Closing date for applications:	12pm on Wednesday 30 May 2018
Interviews to be held:	Wednesday 6 May, Aylesbury

How to apply

If you are interested in applying for this role, then please read the Job Description thoroughly, including the selection criteria listed in the Person Specification. Your application will need to evidence how you have gained the skills and experience we are looking for.

Please complete the accompanying job application form and return it to Lymphoma Action (email: jobs@lymphoma-action.org.uk).

If you have any queries about the application process, please contact Non Kinchin-Smith, HR and H&S Officer n.kinchin-smith@lymphoma-action.org.uk or 01296 619400.