

Lymphoma
action 

**Senior Fundraising
Manager
Recruitment Pack
August 2022**

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Welcome

Thank you for your interest in the role of Senior Fundraising Manager.

Lymphoma Action is a national charity providing information and support to people affected by lymphoma, the fifth most common cancer in the UK, and we can only do this because of the amazing generosity of our supporters.

This is an exciting time to join our fundraising team as we invest and develop our fundraising, our marketing and how we deliver services for the people that need us. You can read more about our long-term strategy and goals on our website: www.lymphoma-action.org.uk/about-us

Reporting to the Director of Fundraising and Communications, this post is a key role within the fundraising team providing leadership and management across a number of key income streams.

This is a varied and fast paced role but one which is also rewarding and stimulating as there will be lots of opportunities to develop and to try new things. Importantly you'll be building on the success of the last few years, joining a charity that provides exceptional services and you'll be supported to develop and grow in this important role.

Further details about the role can be found in the Job Description and Person Specification.

Whilst our head office is based in Aylesbury, we operate a hybrid working policy with many staff splitting their time between home and the office. Whilst we are flexible about the location of this role the postholder will need to attend the Aylesbury office regularly to build relationships and to inspire and lead the team.



Our Vision, Mission, Goals and Values

Vision Statement

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

Mission Statement

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

Our 5 Strategic Goals

-  Create the highest quality information so that people can understand their lymphoma
-  Ensure that people affected by lymphoma can access the treatment and care that they need
-  Ensure that people feel supported with and beyond lymphoma by others who understand what they are going through
-  Be a voice for people affected by lymphoma in order to influence the decisions that affect them and raise awareness of lymphoma
-  Have the most effective resources so that we are sustainable and can deliver impactful services

Our Values

- **Focused** – we are dedicated to the needs of those affected by lymphoma
- **Empowering** – we build confidence to make change happen
- **Trusted** – we use our expertise to deliver quality services
- **Innovative** – we look to a better future for people affected by lymphoma
- **Collaborative** – we are inclusive and value our partnerships



Job Description and Person Specification

Job title:	Senior Fundraising Manager
Responsible to:	Director of Fundraising and Communications
Responsible for:	Challenge Events Fundraiser, Events Fundraiser, Community Fundraiser, Fundraising Support Assistant
Duration:	Permanent contract
Location:	Head office, Aylesbury, with options for hybrid working
Working hours:	Full time (35 hours); substantial part-time considered (30 hours or more)
Salary:	Circa £40,000 per annum, depending on experience (calculated on a pro-rata basis for part-time hours)

Purpose of the role

This is a pivotal role within the fundraising team managing a number of income streams, providing exceptional operational management and donor stewardship, whilst identifying further opportunities for development and growth:

- To develop, implement and manage Lymphoma Action's Community, Events and Partnerships activities and strategies (the latter includes Corporates, predominantly pharmaceutical companies).
- To lead, line manage and support a team of direct reports and to be a source of expertise, knowledge and guidance to all staff on fundraising matters.
- To work with the Director of Fundraising and Communications to ensure that Lymphoma Action complies with relevant regulations, standards and legislation governing its operation as a fundraising organisation.

Key internal and external relationships

- Fundraising and Communications team
- Finance, Services and Publications teams
- Chief Executive
- Patients and carers
- Donors and supporters
- Pharmaceutical companies

Main duties

- Implement the annual business plans and ensure that fundraising targets are met for Community, Challenge Events and Corporate income streams.

- Establish excellent relationships with stakeholders, develop the supporter journey model further and ensure that we provide exceptional donor stewardship.
- Ensure the accurate and compliant collection of personal information and data on supporters, donors, and prospects onto the Charity's CRM and to ensure the effective administration and thanking of income received.
- Aid the annual budget setting process for fundraising and to manage a significant part of the fundraising income and expenditure budget, ensuring that sustainable cost: income ratios are met.
- Ensure that Lymphoma Action's fundraising activity is effectively promoted and communicated externally, and to work with the Marketing and Communications Team to develop the marketing strategy for fundraising.
- Generate new business, keep abreast of the latest fundraising trends and tools and introduce new practices and ideas to ensure that the team is maximising opportunities.
- Work collaboratively and contribute to the delivery of the Digital Strategy, ensuring that digital is integrated across fundraising income streams to improve the supporter experience.
- Support the Director of Fundraising and Communications on the development and delivery of the Major Donor income stream, helping to us to grow relationships with key supporters.
- Manage the merchandising income line, including the annual Christmas Cards activity and monitor, build and maintain supplier relationships.
- Oversee the design, production and dissemination of fundraising materials, as required.
- Provide regular information and reports to the Director of Fundraising and Communications, Chief Executive and Board of Trustees, as required.
- Represent Lymphoma Action's fundraising work at appropriate forums throughout the UK, as necessary.

General

- Participate in staff training, organisation/team meetings and events, as required.
- Meet personal and organisational targets whilst role modelling Lymphoma Action values and behaviours.
- Keep up-to-date with developments and learning in the fields of fundraising and digital/hybrid fundraising.
- Comply with the organisation's health and safety, confidentiality, data protection and other policies.
- Promote equality of opportunity and anti-discriminatory practices.
- Any other duties deemed appropriate by the Director of Fundraising and Communications, subject to time and commensurate with level of responsibility and salary.

Person Specification

This is the selection criteria for this role.

It is not expected that the successful candidate will necessarily have experience/competency in all the areas highlighted. Lymphoma Action is committed to helping individuals develop professionally and personally, and your application is encouraged.

Experience and knowledge

- Significant experience of working in fundraising roles within the charity sector.
- Understanding of fundraising and working with volunteers and donors.
- Experience of building effective relationships at all levels and with a diverse range of stakeholders.
- Understanding of regulations, standards and legislation in fundraising within the charity sector.

Skills and abilities

- Excellent verbal and written communication skills.
- Strong administrative and organisational skills with the ability to juggle and prioritise multiple tasks, manage workload under pressure and work to deadlines.
- Excellent IT skills with a good understanding of digital marketing and fundraising platforms.
- Excellent staff management skills.
- Strong budgeting, business planning and financial monitoring skills.
- Ability to think strategically and creatively regarding the long-term development of an organisation's fundraising work.

** The role includes some travel for the purpose of training and attending external meetings. Occasionally, there may be the need to work at weekends or during anti-social hours, for which notice and time off in lieu will be given.*



Values and Behaviours

Lymphoma Action works to a clear set of values in everything it does and this reflects the following behaviours we look for in all our staff.

Focused

- You focus on goals and on the best outcomes for our beneficiaries
- You are strategic and make good decisions and don't just focus on short-term needs
- You work in a flexible way, responding to new insights that will help increase our impact

Empowering

- You inspire people, celebrate success and acknowledge the efforts of others
- You support people to take on tasks and be confident in their decisions
- You respect the decisions of others and are resilient in the face of change

Trusted

- You are empathetic and show compassion, but respect professional boundaries
- You do what you say you're going to do and take responsibility for your decisions
- You are open and honest with yourself and others

Innovative

- You are curious, open to new ideas and don't miss opportunities
- You make time for reflection, creativity and learning and encourage others to do the same
- You are willing to try new things and you learn quickly from your experiences

Collaborative

- You are inclusive, treat everyone as an equal and embrace diversity
- You listen well, communicate openly and share your skills and knowledge with others
- You believe in the value of relationships and understanding differing perspectives/feelings.



Your charity doesn't just inform people and their families who are affected by lymphoma but brings people together, so they can share their worries and get support when they need it.

Why work for Lymphoma Action?

- Our values and behaviours mean we have a great working culture that focuses on what we are here to do but also on being creative, supportive and having the right environment to be effective.
- We are an established and successful national charity that has supported our staff to work effectively, flexibly and safely during COVID-19, whilst focusing also on their wellbeing.
- We have the infrastructure and processes to enable effective remote working and will provide you with the means to work from home.
- We offer a generous Employee Benefits package, which includes a comprehensive Employee Assistance Programme, leave enhancements above statutory requirements and a Life Assurance scheme.
- In addition to eight UK public holidays, you will receive 25 days' annual leave, rising by one day for each year's service up to a maximum of 30 days (for full-time staff; pro rata for part-time staff).
- You will be auto-enrolled in the Charity's workplace pension scheme (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. You may also make further or additional employee contributions.

How to apply for this role

If you are interested in joining Lymphoma Action as our Senior Fundraising Manager, please read the Job Description thoroughly, including the selection criteria listed in the Person Specification above.

- To apply, please submit your **CV and a Covering Letter**, which needs to evidence how you have gained the skills and experience we are looking for, as per the selection criteria.
- If you have any queries about the application process or about the role, please contact us on  jobs@lymphoma-action.org.uk. We can arrange for the Director of Fundraising and Communications to speak to potential candidates to explain more about the role.
- We actively welcome applications that will help increase the diversity of our workforce, including from those with disabilities, from minority groups and from different backgrounds. Please complete an **Equality and Diversity Monitoring Form**, which will not be seen by the Panel.
- Please email your CV, Covering Letter and Diversity Monitoring Form to  jobs@lymphoma-action.org.uk in Word format, not pdf.

The recruitment timetable

Applications are open from Monday 8 August

Closing date will be early September

Interviews will be taking place on a rolling basis so early applications are advised

What is lymphoma?

Lymphoma is a cancer of the lymphatic system, which is part of the immune system. It 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.

Lymphoma is classed as a blood cancer and as such, people with lymphoma, were classified as 'extremely vulnerable' to COVID-19 at the outset of the Coronavirus pandemic. Our role throughout the pandemic has been to support people as much as possible, providing them with emotional support, high quality information on COVID-19 and practical support to reduce anxiety and concern.

For our recent achievements please read our 2021 annual report and accounts on our website.

Our services and activities can be broadly grouped as follows:

- **Information** – high-quality information leaflets and publications, a website visited by over 2 million people a year and a programme of webinars, podcasts and videos.
- **Helpline services** (including live chat) – open five days a week and providing much-needed emotional support.
- **Peer support** – a network of (now) online support meetings and topic specific meetings across the UK. We also run a closed Facebook group with over 2,500 members and have a team of trained Buddies whom we link with people who need additional support.
- **Educational events** – online training events and conferences for healthcare practitioners, as well as events for people affected by lymphoma such as Live Your Life, our award-winning survivorship and education programme.
- A range of services to help people get the treatment and care they need – this includes our policy work and Lymphoma TrialsLink, an online clinical trials database and information service.

Our **fundraising and communications** work is underpinned by:

- A strong focus on relationship building and stewardship so that our supporters feel part of a valued lymphoma community.
- Diverse range of income streams, including events and community which are forecast to bring in over half a million pounds in 2022.
- A strong corporate income stream underpinned by our relationships with pharmaceutical companies, and on target to bring in around quarter of a million pounds this year, with a growing major gifts income stream which has huge potential.
- A respected brand which is mirrored in our communications, with our values running through everything that we do.

How we work

The Charity's work and strategic objectives are overseen by the Board of Trustees, which meets four times a year, with the day-to-day operation of the organisation led by **Ropinder Gill, Chief Executive**, and a Senior Management Team comprising:

- **Dallas Pounds, Director of Services**
- **Jim Howson, Director of Finance**
- **Karen Rabjohn, Director of Fundraising and Communications**

An Operational Managers Group also works across the organisation, to support the implementation of strategy, development of operational plans and internal communications. The group is made up of representatives from publications, volunteering, communications, education and support services and fundraising. The Senior Fundraising Manager sits on this core group.

Financially, we are dependent on our fundraising work. Whereas our income pre-pandemic was circa £1.8m, we successfully raised circa £1.7m in 2020 and, with a windfall legacy, raised over £3m in 2021, giving us an investment reserve from which we can develop services, fundraising and communications.

To find out more about what Lymphoma Action does,
please have a look at our website:

www.lymphoma-action.org.uk/about-us

For our recent achievements, please read our
2021 annual report and accounts.

Thank you for your interest in this role.

Lymphoma Action is a charity registered in England and Wales (1068395) Scotland (SC04850).

Registered address: Unit 3, Bell Business Park, Smeaton Close, Aylesbury, Bucks HP19 8JR.

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