



**Individual Giving  
Fundraiser  
Recruitment Pack  
October 2024**

# Welcome

## Thank you for your interest in the role of Individual Giving Fundraiser.

This is an exciting opportunity to join Lymphoma Action, a national charity providing information and support to people affected by lymphoma, the fifth most common cancer in the UK. It's a brilliant time to join our thriving Fundraising Team as we develop and grow our fundraising activity to support ongoing investment in our vital range of services.

This role will report to our Individual Giving Manager, developing and delivering effective marketing plans and campaigns across a number of income streams, including appeals, regular giving, in-memory and legacies. Individual giving is an area of particular focus for the Charity as we move into 2025, with a new strategic, data-led approach aimed at generating growth and developing digital fundraising capabilities. As with all fundraising at Lymphoma Action, supporter care is at the heart of everything we do.

This is an ideal opportunity for someone with an interest in individual giving or direct marketing who's looking to develop their career in fundraising and the charity sector. Lymphoma Action is a well-respected national charity with a big reach for its size and we take excellent care of our staff, as well as our supporters and beneficiaries. The Charity's Fundraising Team is a highly supportive one, full of passionate, talented and friendly fundraising professionals with a track record of success.

You can read more about our long-term strategy and goals on our website:

[www.lymphoma-action.org.uk/about-us](http://www.lymphoma-action.org.uk/about-us)

At Lymphoma Action we offer the flexibility of hybrid working, with staff splitting their time between home and our Head Office in Aylesbury. Proximity to Aylesbury is essential as we envisage the postholder spending at least one day each week in the office in order to develop relationships within the team and organisation. You will come to the office more frequently during your four-week induction period, for the purposes of staff meetings and where required to meet the needs of the role.

We look forward to receiving your application.



**Sam Wignall**  
**Individual Giving Manager**  
**Lymphoma Action**  
✉ [s.wignall@lymphoma-action.org.uk](mailto:s.wignall@lymphoma-action.org.uk)

# 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 goals



Ensure that people **understand lymphoma**.



Enable people affected by lymphoma to feel **supported by others who understand what they are going through**.



Empower people affected by lymphoma and their healthcare professionals to **communicate with confidence**.



Be a voice for people affected by lymphoma to **influence the decisions that affect them**.



Increase the impact of our work by **making best use of our resources**.

## 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

<b>Job title:</b>	Individual Giving Fundraiser
<b>Responsible to:</b>	Individual Giving Manager
<b>Duration:</b>	Permanent
<b>Location:</b>	Hybrid, with weekly attendance at Head Office in Aylesbury
<b>Working hours:</b>	Full-time, 35 hours per week (substantial part-time considered)
<b>Salary:</b>	Circa £28,000 p/a (pro-rata for part-time hours)

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## Purpose of the role

Reporting to our Individual Giving Manager, this role will deliver key elements of our individual giving strategy, with a particular focus on the creation and delivery of compelling and effective appeals and campaigns to generate income from one-off and regular gifts, in-memory donations and legacies

## Key internal and external relationships

- Individual Giving Manager
- Individual Giving Support Assistant
- The Fundraising Team
- The Communications Team
- Director of Fundraising and Communications
- Database Manager and Database Assistant



## Main duties

- Work with the Individual Giving Manager to develop and deliver effective marketing plans and targeted fundraising appeals and campaigns, creating compelling copy and strong 'asks' which grow income from one-off and regular gifts, in-memory donations and legacies, achieving agreed financial targets.
- Work with a range of external suppliers, including copywriters, designers, printers and mailing houses, to deliver persuasive appeals and campaigns in the most efficient and cost-effective way possible.
- Work with the Individual Giving Manager to develop the Charity's digital fundraising capabilities across a range of platforms, including website, email marketing and social media, keeping abreast of developments and maximising opportunities for income generation.
- Work with the Individual Giving Manager and the Individual Giving Assistant to deliver excellent stewardship to all individual supporters of the charity, whether cash givers, in memory supporters, regular givers or legacy pledgers and executors.
- Monitor and provide a range of reporting and analysis to the Individual Giving Manager (and Director of Fundraising and Communications) on the impact and return on investment of our campaigns and appeals, and on the Charity's in memory income and legacy pipeline.
- Maintain relationships with a range of third parties who support our work through the provision of fundraising tools, platforms (such as MuchLoved for tribute funds) or services (such as Legacy Link who provide legacy administration).
- Work closely with the Fundraising and Finance Teams, and the Database Manager and Assistant to ensure the efficient administration of key processes, ensuring all relevant information and supporter interaction is recorded onto the charity's CRM accurately and can be analysed effectively.
- Conduct all fundraising in line with the Code of Fundraising Practice, the GDPR and Lymphoma Action's policies and procedures.
- Keep up to date with best practice in fundraising, identifying trends and opportunities that could be explored to generate growth.

## General

- Contribute to organisational effectiveness through positive team working.
- Be a positive representative for Lymphoma Action as required and display the Charity's values at all times.
- Participate in staff training, organisation/team meetings and events, as required.
- Comply with the Charity's health and safety, confidentiality, data protection and other policies.
- Any other duties deemed appropriate by the Individual Giving Manager, subject to time and commensurate with level of responsibility and salary.

## Person Specification

### These are the selection criteria for the role.

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

### Education, experience and knowledge

- A proven track record of delivering successful and impactful appeals or direct marketing campaigns.
- An understanding of the use of data analysis and segmentation to successfully target appropriate audiences.
- Thorough knowledge of the principles of supporter/customer care.
- Experience of delivering appeals, campaigns or other activity to an agreed budget, and reporting on outcomes and financial performance.

### Skills and abilities

- Excellent creative skills, with the ability to tell inspirational stories through the development of compelling copy and the effective use of images and design.
- Excellent literacy and numeracy skills.
- Highly organised, with the ability to juggle multiple priorities effectively.
- An empathetic and warm communicator, capable of engaging with a range of audiences effectively.
- Solid IT skills, including Microsoft Office suite and the use of databases.
- Good analytical skills, able to measure and report on progress and results.

*At Lymphoma Action, we encourage staff to get involved in events relating to both service delivery and fundraising if they so wish. These may be at weekends or during anti-social hours, for which time off in lieu will be given.*



## Values and behaviours

Lymphoma Action works to a clear set of values in everything we do, 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 us 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.

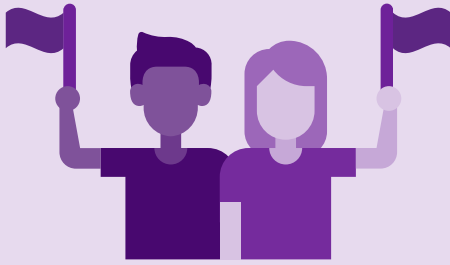
### Collaborative

- 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 and feelings.



“ It is rewarding to have a positive impact on the lives of those affected by lymphoma.

# Why work for Lymphoma Action?

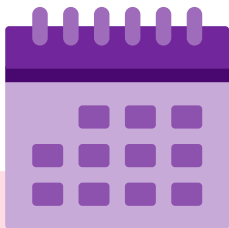


We are an established and successful national charity with a **great working culture**, focusing on what we are here to do but also on being creative, supportive and having the right environment to be effective.



We embrace the benefits of **hybrid working**, providing the infrastructure and processes to enable you to work from home and from the office.

An **Employee Assistance Programme**, offering face-to-face, online or telephone counselling to support your mental health and wellbeing.



**Annual leave** of 33 days including 8 bank holidays, rising by 1 day for each complete year of service up to a maximum of 38 days (pro-rata for part-time staff).

Enhanced **sick pay** over and above the statutory minimum, and enhanced pay for **maternity, paternity and adoption** leave.

**Bereavement leave** of up to three days paid leave should the need unfortunately arise, and three days paid **Compassionate Leave**.

**Additional discretionary annual leave** between Christmas and New Year.



A generous **workplace pension scheme** where Lymphoma Action will contribute 5% of your salary each year, alongside your 3% minimum employee contribution.

A **Life Assurance scheme** (death in service benefit) that pays a lump sum of twice your salary.

Colleagues fully trained in **Mental Health First Aid**, providing a safe and confidential listening ear for support, information and signposting.



**Free eye tests and glasses** contribution and free flu jab for those not eligible for a free one on the NHS.

**Free onsite parking** at our offices in Aylesbury.

Induction training and **ongoing learning and development** to help you deliver your role.





# How to apply for this role

If you are interested in joining Lymphoma Action as our Individual Giving Fundraiser, please read the [Job Description](#) carefully, including the selection criteria listed in the [Person Specification](#) above.

- To apply, please submit your CV and a Supporting Statement, which needs to evidence how you have gained the skills and experience we are looking for, as per the selection criteria. Please note that applicants will be shortlisted against how their Supporting Statement meets the criteria in the Person Specification.
- 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.
- If you have any queries about the application process, please contact Hayley Woodward, Corporate Services Officer, on [jobs@lymphoma-action.org.uk](mailto:jobs@lymphoma-action.org.uk)
- Please email your CV and Supporting Statement to [jobs@lymphoma-action.org.uk](mailto:jobs@lymphoma-action.org.uk) in Word format, not pdf.
- We understand that artificial intelligence (AI) is being used by some people to help prepare their applications. We ask that you tell us if you have used AI in your application, and how you have used it. We reserve the right to exclude applications that use undisclosed AI technology to create them.
- Please note that we will only consider applications from candidates who have the right to work in and the right to live in the UK.



## Recruitment timetable

Closing date is Monday 4 November 2024, 12pm

Interviews will be held in person at our Head Office in Aylesbury on Thursday 14 November 2024

*We will consider online interviews for exceptional circumstances.*

## What is lymphoma?

Lymphoma is a cancer of the lymphatic system, which is part of the immune system. It is also classed as a blood cancer, and is the fifth most common cancer in the UK with more than 20,100 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.

## Our services and activities can be broadly grouped as follows:

- **Information and publishing** – high-quality information leaflets and publications (including *Lymphoma Matters* magazine), available in print and digital formats and supplemented by a programme of webinars, podcasts and videos.
- **Lymphoma TrialsLink** – an online clinical trials database and information service.
- **Helpline** – open five days a week and providing much-needed emotional support. We receive almost 1,500 enquiries a year via telephone, email and live chat service on our website.
- **Peer support** – we operate a network of online support meetings across the UK supplemented by topic specific meetings and meetings for specific groups such as for young people. We also run a closed Facebook group with over 4,300 members.
- **Buddy Service** – we have a team of 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** – our award-winning survivorship and education programme, which is run in both digital and in-person formats.
- **Preparing for Treatment Service** – information and support to help individuals with lymphoma prepare for, and cope with, the impact of treatment.
- **Events** – a mixture of national and regional, in-person and digital events.
- **Healthcare education and training** – we run online training events and conferences for, and provide information to, healthcare practitioners working in the field of lymphoma. This includes GPs, nurses, specialist trainees and consultants.
- **Website – [lymphoma-action.org.uk](https://lymphoma-action.org.uk)** offering a range of information and support to circa 1.2 million web site users a year.

Financially, we are dependent on the generosity of our lymphoma community, with our funding coming from a diverse set of income streams including individual giving, challenge events, community and legacies. Pre-pandemic our income was circa £1.8m, rising steadily to reach £2.2m in 2023 (although we had an exceptional year in 2021 of over £3m due to a large legacy) and we're expecting to raise circa £2.4m in 2024.

To find out more about our work, please see: [lymphoma-action.org.uk/about-us](https://lymphoma-action.org.uk/about-us) and [Lymphoma Action Impact Report 2023](#)

# 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
- **Deborah Laing**, 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.

Financially, we are dependent on our fundraising work. Whereas our income pre-pandemic was circa £1.8m, we raised over £3m in 2021 (due to a windfall legacy), over £2m in 2022 and over £2.2m in 2023.

## Find out more

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

[www.lymphoma-action.org.uk/about-us](http://www.lymphoma-action.org.uk/about-us)

For our recent achievements, please read our [2023 annual report and accounts](#).

**Thank you for your interest in this role.**



[lymphoma-action.org.uk](http://lymphoma-action.org.uk)

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**Lymphoma**  
**action** 