

Leukaemia Care
YOUR Blood Cancer Charity

Events Fundraising Officer



www.leukaemiacare.org.uk

WHO WE ARE, AND WHAT WE DO

Leukaemia Care is the UK's leading leukaemia charity. For over 50 years, we have been dedicated to ensuring that everyone affected receives the best possible diagnosis, information, advice, treatment and support.

We are here for everyone affected by leukaemia and related blood cancer types – such as myelodysplastic syndromes (MDS) and myeloproliferative neoplasms (MPN).

We provide information, advice and support for anyone affected, this includes patients and their friends and families too. We raise awareness of the issues impacting people affected by leukaemia, MDS and MPN, and campaign to fix them. We are driving early diagnosis, raising public awareness, improving services and ensuring access to effective treatments.

How do we do this? We have a wide-range of services aimed at patients and their loved ones from diagnosis and beyond. Our support services range from nurse-led helplines, support groups and free-of-charge medical information to access to paid counselling, grants for those feeling the financial strain of a diagnosis and providing buddies so people always have somebody to talk to who have experienced something similar to them. [We encourage you to have a read of our website](#) and find out all the ways we support from diagnosis and beyond.

Crucial to our work is raising awareness of leukaemia as a blood cancer and the importance for early diagnosis. Leukaemia can be difficult to spot as the symptoms are similar to many other common conditions. Unfortunately, most people are not aware of the signs of leukaemia and this leads to diagnosis being delayed, which can worsen outcomes for patients.

As well as working to educate the general public through our #SpotLeukaemia campaign, we are working closely with our colleagues working in frontline medical services to ensure they have the most up-to-date information on diagnosing leukaemia. We know that by raising awareness and working to educate healthcare professionals, we can save lives and improve outcomes. Mattia explains the importance of this work [in this video](#) - Spot Leukaemia simply saved his life.

Job title: Events Fundraising Officer

Hours: Full-time (Equivalent to 37.5 hours a week), in line with our flexible working policy.

Remuneration: £20,000 (up to £25,500 per annum depending on experience).

Type of contract: Fixed term – 3 years (with possibility for a permanent role).

Location: Flexible but with at least two days a week to be worked from the charity's offices at One Birch Court, Blackpole East, Worcester, WR3 8SG.

Report to: Fundraising Manager.

Working closely with: Communications and Fundraising Director, Communications Manager, Fundraising Team, Volunteer Coordinator.

Overview

This is an excellent opportunity if you wish to develop your career in fundraising.

The role has oversight of a wide variety of fundraising events and challenges. You should have a proven track record of fundraising, achieving high standards and growing fundraising income.

Duties and responsibilities

By working with the Fundraising Manager:

1. Deliver across a wide variety of areas including events and challenges.
2. Report to the Fundraising Manager summarising key actions for approval, being prepared with solutions to any problems.
3. Work closely with the Fundraising Manager on the development and implementation of event and challenge fundraising initiatives.
4. Represent the charity at events as required.
5. Ensure that systems and processes are effective, and that our database is being updated and utilized as the central source of information for recording income, event participants and reporting.
6. Maximise the use of online fundraising tools, digital marketing and social media.
7. Plan and implement event and challenge fundraising activities to underpin the strategic plan.
8. Devising new fundraising ideas with the Fundraising Manager.

At the request and under the direction of the Communications and Fundraising Manager:

Events and Challenges

1. Plan and develop new and existing fundraising activities.
2. Managing events and challenges in order to achieve growth, both net income and number of supporters.
3. Deliver clear, timely and effective plans and evaluations which support the growth of recruitment, income and PR coverage.
4. Deliver stewardship and engagement strategies for key events.
5. Provide fundraising support to entrants to ensure they reach and exceed their fundraising milestones.
6. Manage logistics and delivery of events, as well as managing volunteers as appropriate.
7. Manage the current event and challenge fundraising portfolio, and actively seek more opportunities to grow this area of fundraising.
8. Working with the communications team to plan, develop and undertake an

effective marketing plan and timelines in order to secure maximum event participation and net income.

9. Identify participants who work for corporate organisations that could benefit from match funding or could introduce Leukaemia Care as a potential charity partner.
10. Monitor all event and challenge fundraising deadlines and ensure any corrective action is taken in a timely manner.
11. Communicate and engage with challenge and event fundraisers working on behalf of the charity to ensure they are updated, involved, and supported, via telephone, email, letters, and social media.
12. Monitor and respond to queries in the online groups (e.g. Facebook).
13. Identify opportunities to tell fundraising stories that bring our events and fundraising experiences to life.
14. Ensure fundraisers have consented to communications from Leukaemia Care, so we can engage effectively with them.
15. Oversee and implement our fundraising incentives, thanking fundraisers who meet set goals.
16. Liaise with the Volunteer Coordinator when recruiting volunteers for cheer squads or other activities to support event and challenge fundraising.

Fundraising Team

1. Contribute to the overall fundraising as a member of the Fundraising Team.
2. Work closely with other members of the fundraising team to ensure integration with donors, activity and sponsorship opportunities.
3. Maximise the generation of funds from all available sources.
4. Ensure all work is of high quality, and reflective of the values of Leukaemia Care.
5. Provide cover within the team as needed during periods of annual leave, sickness or where extra resource is needed.
6. Adopt a strong solution focused approach to help supporters overcome any challenges and maximise their fundraising efforts.
7. Improve supporter retention and engagement, building strong relationships and long-term supporters.
8. Hit and exceed performance targets.
9. Ensure the Leukaemia Care website fundraising information for community fundraising and individual giving is up to date.
10. Ensure a good return on investment on fundraising activities.

Planning

1. Plan and develop new and existing fundraising activities.
2. Work with Fundraising Manager to organise a schedule, plan and calendar for each event and activity.
3. Liaise with the Fundraising Manager and Communications Manager to develop communication and promotional materials about community fundraising and individual giving.

4. Ensure all supporters are appropriately thanked.
5. Assist with enquiries over the phone and by email.

Analysis and Impact

1. Analyse the impact of our activities and effective methods of fundraising.
2. Analyse the impact of fundraising and prepare measurement reports using agreed metrics.
3. Report on the progress of the community fundraising and individual giving activities to the Fundraising Manager, including recommendations and areas of improvement.
4. Understand and consider where each project fits within the wider programme of work.
5. Keep pace with new fundraising opportunities, innovations and technologies to ensure that all opportunities are maximised.

General

In addition to the specific duties and responsibilities outlined in this job description, all Leukaemia Care employees should be aware of their specific responsibilities towards the following:

1. Uphold the values of the charity and to not behave in a manner that is likely to bring the charity into disrepute.
2. Adhere to all health and safety and fire regulations and to co-operate with the charity in maintaining good standards of health and safety.
3. Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.

This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.

If you have any questions, please contact: jobs@leukaemiacare.org.uk

Person specification

Criteria	Essential	Desirable	How assessed
Skills/ Abilities	<p>Excellent networking and relationship manager skills.</p> <p>Excellent communication and presentation skills.</p> <p>The ability to motivate and influence supporters to reach targets.</p> <p>Highly creative and able to turn ideas into action.</p> <p>Outstanding writing skills, with the ability to draft a variety of documents.</p> <p>Ability to analyse data from different sources including databases.</p> <p>Self-motivated with the capacity to work on own initiative and as part of a small team.</p> <p>Excellent organisational and time management skills.</p> <p>Able to carry out office administration tasks as part of role.</p> <p>Highly IT literate (MS Office preferable).</p> <p>Strong telephone skills - negotiation and understanding skills.</p>	<p>Understanding of relationship databases.</p> <p>Understanding of how to devise and implement an effective fundraising plan.</p> <p>Experience communicating about fundraising and donations.</p> <p>Understanding of how social media can be used to fundraise.</p> <p>Experience of analysing data and producing reports based on findings.</p>	CV and interview
Knowledge and understanding	<p>Knowledge of event and challenge fundraising.</p> <p>Financially literate.</p>	<p>Understanding of the issues and needs of people with a blood cancer.</p>	CV and interview

Qualifications, training and education	Degree (2.1 or 1st preferred), relevant professional qualification and/or demonstrable experience.		CV and interview
Experience	Experience in a fundraising role (with events and challenges preferred).	<p>Experience of multiple types of income streams (e.g. events, community, corporate, virtual).</p> <p>Experience of working with both staff and volunteers.</p>	CV and interview
Other requirements	<p>A good team player - able to link in and work well with a range of people within the organisation.</p> <p>Ability to manage own workload.</p> <p>Able to work flexibly to meet the needs of the role with sufficient notice.</p> <p>High levels of motivation, when working alone or with a team.</p> <p>Ability to problem solve.</p> <p>Ability to learn quickly.</p> <p>Confident, enthusiastic and creative.</p>	Comfortable working from both the office and home.	CV and interview

Why it's great to work at Leukaemia Care

As well as the satisfaction of knowing you improve the lives of people with leukaemia, blood cancer and associated conditions, we also offer the following:

1. Pension scheme with NEST - we will match employee contributions up to 7% of qualifying earnings.
2. Life Assurance (also known as death in service benefit) of four times annual salary.
3. Employee Assistance programme.
4. Cycle to work scheme.
5. Enhanced sick pay (as set out in our staff handbook).
6. Bereavement leave of up to three days paid leave should the need unfortunately arise.
7. Five "duvet days" - a proportion of annual leave that can be taken with no advance notice, subject to work commitments, to support mental health.
8. Eye tests and glasses contribution.
9. Flu jab for all employees who are ineligible to receive a free one on the NHS.
10. Annual leave of 33 days including 8 bank holidays, rising by 1 day for each complete year of service up to a maximum of 36 days (for full-time staff, pro-rata for part-time staff).
11. Additional discretionary annual leave between Christmas and New Year.
12. Free onsite parking at our offices in Worcester.
13. Headspace subscription.
14. Induction training and ongoing training to help you deliver your role.
15. Staff social events - in person and online to ensure all employees have an opportunity to get involved.
16. A staff representative that employees can confidentially feedback to about any issues or concerns.

We will also ensure that you are supplied with the right equipment for the job and to work safely - this may include a laptop and mobile phone, as well as equipment to make your working day as comfortable as possible. If the job requires it, we also reimburse pre-approved travel expenses.

How to apply

You can apply online via our Charity Jobs listing or you can email your CV along with a cover letter to jobs@leukaemiacare.org.uk outlining your suitability for the role.