

**Leukaemia Care**  
YOUR Blood Cancer Charity

# FUNDRAISER

## RECRUITMENT PACK



[www.leukaemiacare.org.uk](http://www.leukaemiacare.org.uk)

One Birch Court, Blackpole East,  
Worcester, WR3 8SG

# WELCOME

Thank you for considering joining our community of employees, volunteers and supporters all working towards helping people live better with their blood cancer.

We are based around the UK, working from home, hospital haematology departments and on a hybrid basis from our office in Worcester.

Leukaemia Care is governed by a board of Trustees who provide oversight and delegate day to day responsibility for the charity to the CEO. Our Trustees are volunteers, and many are patients themselves - all have a keen desire to make sure patients and their carers receive the support they need when diagnosed with leukaemia, myelodysplastic syndrome (MDS) or a myeloproliferative neoplasm (MPNs).

This candidate pack 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](mailto:jobs@leukaemiacare.org.uk)





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.

**“You fear the worst when you’re diagnosed with cancer, but Leukaemia Care provides compassion, help and support for those in need.”**

**ABOUT US**

# OUR VALUES



## **Mission based**

We have a clear mission. We exist to improve the lives of people affected by leukaemia, MDS and MPN.



## **Collaborative**

We are passionate about all forms of collaboration, especially with other charities.



## **Caring**

It is in our name, and it is in our nature. We care deeply about every single person affected by leukaemia, MDS and MPN. We are on your side and always will be.



## **Evidence based**

We listen to and understand the experiences of people affected by leukaemia, MDS and MPN. We use the evidence we gather to adapt, improve our services and to focus our campaigns for change.



## **Aspirational**

We have ambitious goals and we set ourselves high standards to achieve them.

# ABOUT THE ROLE

## Relationship Fundraiser

Job title: Relationship Fundraiser

Hours: Full-time (Equivalent to 37.5 hours a week), in line with our flexible working policy. If you are unable to work full-time but are interested in the role, we'd be happy to hear from candidates who had a different proposed model of working in mind.

Remuneration: circa £29,000pa

Type of contract: Permanent

Location: Hybrid working. A mix of home and Leukaemia Care offices at One Birch Court, Blackpole East, Worcester, WR3 8SG (a minimum of 2 days in the office).

Report to: Community and Individual Giving Manager

Working closely with: Fundraising Team, Communications Team, Patient Services Team and Finance.

### Purpose of the role

This is an excellent opportunity for someone with experience in the charity/fundraising sector, looking to progress and develop a career focusing on community and individual giving activity.

You should want to use and grow your knowledge and aim to achieve excellent standards of fundraising through relationship building.

You'll be passionate about continuous improvement, have a proactive attitude and be comfortable in suggesting new and/or better ways of working. You'll enjoy a challenging and fulfilling environment, working with a supportive and forward-thinking team. You will have experience of planning and implementing projects and in providing high levels of stewardship - in addition to the ability to research, identify and reach potential new supporter groups within the community.

Must be able to drive and have access to a car.

# DUTIES AND RESPONSIBILITIES

## **Main duties and responsibilities**

This role requires input into and delivery of multiple income streams, working with the Community and Individual Giving Manager and the wider Fundraising Team. Duties and responsibilities will, at any given time, include:

### **Community Fundraising Related**

Plan, develop and implement fundraising initiatives that appeal to community groups and associations. Devise community related products and resources that will aid community groups to further engage and raise funds.

Research, identify, apply for and secure new local level partnerships or one-off community type donations e.g. from Rotary/Lions Clubs, Musical Groups, Sports Clubs or Supermarket Charity of the Year.

Research, identify, apply for and secure new support from educational establishments such as Schools and Universities.

Promote collections in relevant geographic locations to Leukaemia Care's hospital hubs or with a link to a supporter, patient or family.

Identify opportunities for Leukaemia Care to raise awareness around the charity's Hospital Hub locations around the U.K.

Account manage any local community charity of the year partnerships that are secured, e.g. a Golf Club. Be their point of contact at Leukaemia Care.

Represent the organisation giving engaging talks, pitches and presentations on the work of the charity, as well as delivering thank you acceptance speeches where necessary.

### **Individual Giving Related**

Administer and thank gifts from Individuals including one off donors and first-time donors.

Alongside the Community and Individual Giving Manager build rapport and meaningful relationships with identified mid-level donors and prospect major donors.

Research ideas, plan, devise, implement and develop virtual giving as an income stream.

Maximise income by promoting Gift Aid and securing declarations in relation to eligible UK taxpayers.

Support the Community and Individual Giving Manager to run the charity's Regular Giving Programme, ensuring these committed and longstanding donors/members are thanked appropriately, regularly informed of their impact, and developed into long-term donors.

# DUTIES AND RESPONSIBILITIES

Support the Community and Individual Giving Manager with an externally run Lottery and our Lottery Players recruitment and retention.

Work with the Community and Individual Giving Manager to plan stewardship events. Be responsible for the logistical organisation of such events liaising with venues, making bookings and handling invitees requirements.

## **General Fundraising**

Work within the Code of Fundraising Practice as set by the Fundraising Regulator and adhere to all relevant financial procedures.

Deliver and exceed targets across a wide variety of areas including Community and Individual Giving; including Mid-Level Giving, Lottery and Virtual Fundraising.

Represent the charity at events and cheque presentations as required.

Raise awareness to encourage support and make the most of any 'cross-selling' opportunities to promote other ways to get involved such as running events, gifts in Wills, Recycling, Payroll Giving, Volunteering etc.

## **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:

- Adhere to all health and safety and fire regulations and co-operate with the Charity in maintaining good standards of health and safety.
- Uphold ethical and professional standards and not behave in a manner that is likely to bring the Charity into disrepute.
- Promote and sustain a responsible attitude towards equal opportunities and diversity within the Charity.
- Demonstrate a commitment to ongoing learning and development and participate in any training relevant to the role.

# PERKS OF WORKING AT LEUKAEMIA CARE

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

- Salary sacrifice pension scheme with Aviva - we will match employee contributions up to 7% of qualifying earnings.
- Life Assurance (also known as death in service benefit) of four times annual salary.
- Employee Assistance programme.
- Cycle to work scheme.
- Enhanced sick pay (as set out in our staff handbook).
- Bereavement leave of up to three days paid leave should the need unfortunately arise.
- Eye tests and glasses contribution.
- Flu jab for all employees who are ineligible to receive a free one on the NHS.
- 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).
- Additional discretionary annual leave between Christmas and New Year.
- Free onsite parking at our offices in Worcester.
- Induction training and ongoing training to help you deliver your role.
- Staff social events – in person and online to ensure all employees have an opportunity to get involved.
- 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.



# PERSON SPECIFICATION

## **Skills and Abilities**

### **Essential**

Experience of working in a charitable organisation within an income generation function.

Experience of meeting or exceeding income targets.

Excellent networking and relationship building skills

Excellent communication skills including giving talks and presentations

Strong telephone skills

The ability to motivate and influence supporters to reach targets

Highly creative and able to turn ideas into action

Proficient writing skills

Self-motivated with the capacity to work on own initiative and as part of a small team

Excellent organisational and time management skills

Able to carry out research and administration tasks as part of role

Highly IT literate (MS Office preferable)

### **Desirable**

Understanding of relationship databases

Understanding of how to devise and implement an effective fundraising plan

Understanding of how social media can be used to fundraise

Experience in organising events from start to finish

## **Knowledge and understanding**

### **Essential**

Financially literate

### **Desirable**

Understanding of the issues and needs of people with blood cancer

Experience of multiple types of income streams (e.g. community, individual giving, events)

# PERSON SPECIFICATION

## **Other requirements**

### **Essential**

A good team player - able to link in and work well with a range of people within the organisation

Ability to manage own workload

Able to work flexibly to meet the needs of the role with sufficient notice

High levels of motivation, when working alone or with a team

Ability to problem solve

Ability to learn quickly

Confident, enthusiastic and creative

Must be able to drive and have access to their own vehicle.

### **Desirable**

Comfortable working on own, within the community e.g. group or club venue, and in an office environment



Leukaemia Care is committed to equality of opportunity, inclusivity, and values diversity.

We want to be an organisation that is reflective of the communities and families that we support. Therefore, we actively encourage and welcome applications from candidates of diverse cultures, perspectives and lived experience.

As an equal opportunities employer we want to ensure our recruitment process is accessible and inclusive for all. If you require reasonable adjustment(s) at any stage please let us know.

**EQUAL OPPORTUNITIES**

Find out more about us online at  
[www.leukaemiacare.org.uk](http://www.leukaemiacare.org.uk)

Or get in touch:

Email: [jobs@leukaemiacare.org.uk](mailto:jobs@leukaemiacare.org.uk)

Phone: 01905 755977