

Addenbrooke's Charitable Trust (ACT)

JOB DESCRIPTION

Job Title:	Community Fundraising Manager
Department:	Community Fundraising
Hours:	Full time, 37.5 hours per week (4 days per week will be considered)
Term:	Fixed Term of 13 months (Maternity Leave Cover)
Reports to:	Head of Community Fundraising
Line Management:	A Team of 4
Location:	Cambridge (minimum of 2 days in the office)
Salary:	£34,000 - £38,000 per annum (depending on skills and experience)

A little bit about us

Addenbrooke's Charitable Trust (ACT) is dedicated to supporting innovation in patient care at Addenbrooke's and the Rosie hospitals. Whether it is treatment for an emergency, acute condition, pregnancy, or long-term illness, we believe that every patient deserves the highest quality of care available. Thanks to the immensely generous support of our community, Addenbrooke's and the Rosie hospitals can provide a level of patient care beyond that which can be delivered by NHS funding alone and they come together to make projects happen sooner or to a greater degree than might have otherwise been possible. Charitable donations fund high-tech equipment, specialist staff, extra comforts, and vital research to find potential cures and help save lives locally, nationally, and worldwide.

We strive to make sure that all our activities are carried out in line with our organisational values, that we are:

Supportive, Innovative, Ambitious and that we ACT with Integrity.

The role and your team

This role sits within ACT's Community Fundraising team. The team is responsible for ACT's fundraisers and corporate partnerships.

Your role is integral to the success of the fundraising team, so no pressure! It will entail line management of four people, our community fundraising coordinator, In memory fundraiser,

Receptionist and new role that is currently being recruited for a Community Fundraiser and Volunteer Coordinator. You will support and drive their fundraising strategy, creating a dynamic and high achieving community relationships team. You will also identify, research, manage, and grow a portfolio of high value fundraisers, a pivotal area of our income.

You will need to be a confident relationship manager, a team leader and team player, with a keen eye to spot new opportunities. And by joining us you will find yourself working with amazing clinical teams across Addenbrooke's; from nurses to matrons, surgeons, and consultants – to senior hospital leaders and our Trustees.

The role has four (five!) main priorities:

- **High Value fundraiser relationship management** – working with our major fundraisers (individuals and businesses) to help them raise more money by implementing tried and trusted relationship techniques to provide focus and fundraising expertise to support their activities.
- **To meet and exceed the team budget** - increasing net income substantially year on year.
- **Prospecting for key community activities** – understanding your fundraising audiences and spotting those who, with your leadership and support, can help us reach new audiences and raise more income.
- **Prospecting new events/activities to grow the community fundraising portfolio** – we want to become THE charity of choice across our region!
- **Support and lead the team** - the team are ambitious and committed to our cause, with your leadership they can achieve so much more...

We are therefore looking for an experienced and passionate high value community fundraising lead, who understands the challenges, rewards, and opportunities that community fundraising can provide. Someone who can drive forward our relationships and work in partnership with our fundraisers, leading our ACT teams, to bring about maximum return on investment.

Job Purpose

You will grow our community fundraising income through excellent relationship management and stewardship of existing supporters. You will work in partnership with other teams to deliver new fundraising products to support your team's income and growth. You will work in collaboration with colleagues in the Communications, Finance and Major Gifts teams and colleagues across the hospital - to create and support our programmes to engage and involve new supporters.

Duties

Area	Responsibilities
Strategic development	<ul style="list-style-type: none"> ✓ Identify, cultivate, and ask high-value fundraisers to support ACT's campaigns and appeals. ✓ Work with colleagues and third parties to create compelling fundraising products to recruit and retain fundraisers.

	<ul style="list-style-type: none"> ✓ Lead your team by creating the monthly reporting and analysis of your area of activity.
New supporters	<ul style="list-style-type: none"> ✓ Work with colleagues to research, identify, and cultivate new relationships and partnerships. ✓ Work with existing key influencers and stakeholders to recruit new fundraising partnerships to make introductions within their networks to build your portfolio of supporters and prospects. ✓ Engage new relationships and partnerships through a range of bespoke touchpoints and opportunities to pique their interest.
Supporter stewardship	<ul style="list-style-type: none"> ✓ Oversee the community fundraising income by securing gifts and repeat gifts from high-value fundraisers and managing our network of fundraising volunteers. ✓ Ensure a consistent level of donor stewardship for your donor portfolio in line with cultivation plans. ✓ Ensure that your portfolio of donors is given optimum opportunities to engage in the work of the hospital through informative impact and progress reports, compelling proposals, and cross selling opportunities such as ACT's fundraising events to support the hospital's needs.
Cross team working	<ul style="list-style-type: none"> ✓ Work closely with the other ACT and hospital teams to ensure every relationship is maximised for the benefit of the supporter and the hospital
Budgets and performance monitoring	<ul style="list-style-type: none"> ✓ Maintain accurate and up to date records of relationships managed and funding received via the database. ✓ Produce monthly updates on income and expenditure
Fundraising Best Practice	<ul style="list-style-type: none"> ✓ Ensure all activity undertaken follows fundraising best practice and charity law – including GDPR (General Data Protection Regulation) legislation. ✓ Ensure all appropriate supporter and prospect data is recorded in an accurate way that is compliant with charity law and the GDPR. ✓ Follow the internal fundraising policies and best practice

Corporate Responsibilities

- Adhere to the Fundraising Regulator's Code of Practice, as well as adhering to ACT's own policies, complying with data protection regulations, and maintaining confidentiality.
- Record accurate data in our Donorfy CRM regarding all relationships (whether internal and external to the hospital).
- To produce and maintain project plans as required and to ensure regular and timely communication of progress to key stakeholders.
- Using data, produce regular reports, KPI measurements, and analysis to demonstrate performance and identify opportunities.
- To always comply with ACT's policies and procedures as set out in the ACT Staff Handbook and Standing Financial Instructions.
- To participate in team meetings, fundraising team meetings, all staff team meetings, Trustee meetings, and committee meetings as required, and the corporate planning cycle and any corporate development activities and initiatives as may be identified from time to time.
- Any other reasonable task as may be identified as necessary

The job description outlines the duties required of this post to indicate the level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time which do not change the general character of the job, or the level of responsibility outlined

APPLICATION PROCESS

Please send your CV and a covering letter explaining why you are a good fit for the role to hr@act4addenbrookes.org.uk

The closing date for applications is Sunday, 22nd October 2023, however we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.

Addenbrooke's Charitable Trust is an equal opportunities employer actively working towards a diverse workforce. We therefore positively encourage applications, regardless of age, race, religion & belief, gender, gender reassignment, sexual orientation, marriage & civil partnership, pregnancy & maternity, or disability.

PERSON SPECIFICATION – COMMUNITY FUNDRAISING MANAGER

<p>Essential</p>	<ul style="list-style-type: none"> • At least 3 years' experience of working in a similar fundraising role • Proven experience of securing upwards of five figure fundraising gifts, or relevant experience/ transferable skills. • Excellent interpersonal skills and highly skilled in building relationships with different stakeholders • Good level of competency in Word, Excel, PowerPoint, and relational databases. • Excellent networker and creative relationship builder • Confident communicator with the ability to support the delivery of pitches and presentations to prospective partners and excellent written skills (applications, proposals and impact report writing) • Independent, resilient, and creative!
<p>Desirable – not essential</p>	<ul style="list-style-type: none"> • Experience of managing supporter events and engagement activities. • Experience of securing gifts from schools fundraising initiatives or relevant experience/ transferable skills. • Experience of working in a Healthcare charity, and or working alongside the NHS. • Experience of project planning



ADDENBROOKE'S CHARITABLE TRUST

CURRENT EMPLOYEE BENEFITS

- Pension Scheme
- Group Life Assurance @ 4 x Salary
- Enhanced Maternity and Paternity Pay
- Annual Eye Tests + £65 (towards Computer Use Glasses)
- Leisure Centre on site
- NHS Discount Schemes
- Health Cash Plan - Medicash
- Employee Assistance Programmes
 - Health Assured
 - WeCare
 - Medicash
- 25 days of Annual Leave + Bank Holidays
 - Annual Leave increases by one day each year after 2 years' service up to 29 days
- Your Birthday off
- Cycle 2 Work Scheme