

JOB DESCRIPTION



Job Title:	Head of Individuals Giving
Hours:	37.5 hours per week
Term:	Permanent
Reports to:	Director of Fundraising
Location:	Cambridge Biomedical Campus/Home
Working Arrangements:	Hybrid with two days a week in the office for full-time staff
Salary:	circa £50,000 (depending on skills and experience)

About us

Addenbrooke's Charitable Trust (ACT) is the dedicated hospital charity for Addenbrooke's Hospital (Cambridge University Hospitals). Recently voted one of the top 100 hospitals in the world, Addenbrooke's is a leader in the field of healthcare innovation and is recognised across the world as a pre-eminent teaching hospital. It is a centre of excellence for regional and national specialist services in cancer, paediatrics, organ transplantation, genetics and neurosciences, with patients receiving the highest standard of medical expertise.

Addenbrooke's is embarking on a bold journey of transformation to ensure that it is fit for the future, can provide the highest possible standard of care for its patients, and continue to drive innovations that will impact people far beyond Cambridge.

As part of the first wave of transformation, two brand-new hospitals will be built: the Cambridge Cancer Research Hospital and Cambridge Children's Hospital. These two specialist hospitals are being designed with patients at their heart and will combine first-class clinical expertise with world-class biomedical research to transform care for cancer patients and children regionally, nationally and internationally.

To make this vision a reality, ACT has launched two ambitious multi-million pound philanthropic campaigns to support the development of these new hospitals, both of which are presently in the private phase.

In parallel, ACT is about to launch its Help Your Hospital Programme which, through fundraising, gives added value to Addenbrooke's already excellent service provision and research.

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

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

Summary of the Role

The Head of IG is a new role and demonstrates a commitment by ACT to focus on and grow our active supporter database and our income generation across all our IG activity. The Head of this team will recruit and look after all fundraisers and donors giving up to £10k. You will drive an ambitious step change in donor acquisition and donor experience; embedding a culture of innovation, business process, responsiveness, and ambitious growth.

You will continue and grow our acquisition strategy to 'recruit' patients and loved ones to support Addenbrooke's. You will breed a culture of innovation, responsiveness, business process, performance, and service excellence across your area of specialty and you and your team will be pivotal to the charity's success.

You will develop and lead a fundraising and stewardship strategy for all of ACT's fundraisers and donors giving up to £10k. You will proactively grow our patient fundraising programme by developing a mass recruitment and engagement strategy for Addenbrooke's patients and staff. You will also develop a loyal supporter base by providing an efficient gold star service to all supporters from the first point of contact, through systems-driven operations.

The role will allow you to have a strategic and practical impact, and you will lead a small team (with the potential to grow) including functions that cover income generation through our appeals, and supporter acquisition through new and existing products. This role will work collaboratively with colleagues in the communications team, community team, and data and insight.

Duties

Recruitment of new supporters and hospital staff to drive growth

1. In collaboration with your Communications colleagues, you will grow support and esteem for the charity amongst staff and patients by developing mass patient and staff awareness and recruitment strategies, seizing new opportunities to promote the impact of our charities work.
2. Double the number of patients and loved ones giving and fundraising for the hospital over 5 years (charity-wide ambition)
3. Work collaboratively with colleagues across fundraising to support income generation for the two main capital campaigns, due to launch over the next 3 years.
4. Identify innovative ways to recruit new supporters and hospital staff, that are consistent with our overall strategy and brand.
5. Create engaging and emotive appeals to grow our income across our IG supporters.
6. Try and test new ideas and innovations across your sector!

Retention of our largest pool of smaller givers (donors & fundraisers)

1. Evaluate donor behaviour, track trends in giving, and provide strategic insight to drive our growth strategy.
2. Streamline and enhance donor stewardship for this group regardless of their mode of giving.
3. Roll out a programme to measure donor satisfaction and deepen donor involvement in ACT's fundraising strategy.
4. Deploy new tactics and products to recruit and engage new supporters.

Create a culture of supporter care, growth, and focus.

1. You will inspire the organisation to bring the voice of the supporter into all decisions.
2. You will ensure that all supporters receive an exemplary level of care and attention.
3. You will inspire and motivate them to continue connecting and contributing to our work, making a real impact to patients at Addenbrooke's.
4. You will continually strive to innovate and evolve to meet donor and hospital staff needs.

You will develop and project manage carefully prepared activity plans, with specific objectives budgets, and time frames. You will keep abreast of changes to fundraising regulations and ensure our compliance at all times.

General corporate requirements

- a. To adhere at all times to ACT's policies and procedures as varied from time to time
- b. Undertake not to reveal to any person or entity any confidential information relating to donors, patients and employees, policies, processes and dealings and not to make public statements relating to the affairs of ACT without prior authority of the Director of Fundraising or CEO
- c. To ensure the effective and efficient use of ACT's resources
- d. To ensure that all duties are carried out to the highest possible standard.
- e. To be aware of individual responsibilities under the Health and Safety at Work Act (1974).
- f. To respect the confidentiality of all matters learned in the course of employment and respect the requirements of the Data Protection Act (1998).
- g. To work in line with the Institute of Fundraising Code of Practice and other relevant legislation and guidance
- h. To ensure due regard is given to customs, values and spiritual beliefs of supporters, patients, carers and their relatives.
- i. To perform any other duties that may be required from time to time.
- j. To participate in team meetings, planning and any corporate development activities and initiatives as may be identified from time to time.
- k. To undertake any other reasonable task as may be identified as necessary by the senior management team from time to time.

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 4th August 2024, however we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.



We strongly encourage candidates of different backgrounds and identities to apply. Each new team member is an opportunity for us to bring in a different perspective, and we are always eager to further diversify our charity.

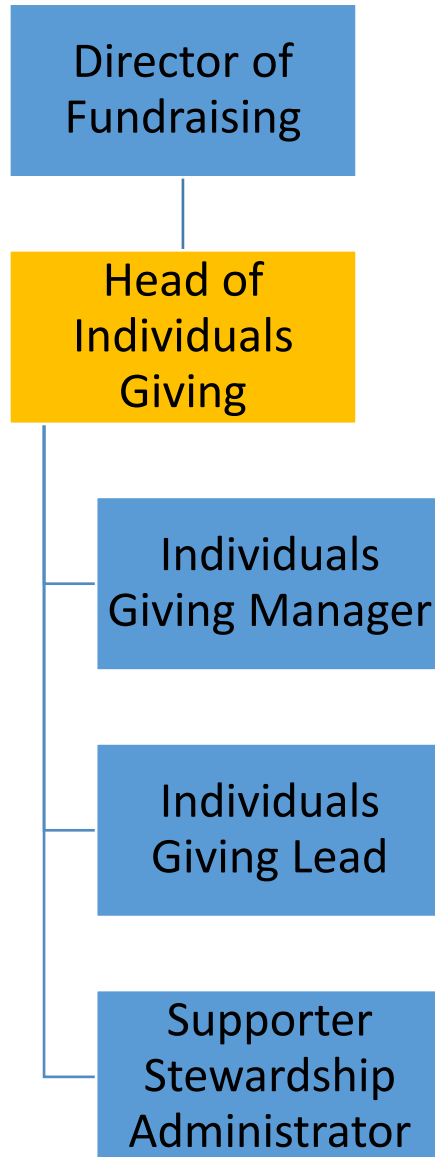
Person Specification



Essential	Behaviours
<p>Leadership experience at Head Level. Constantly evaluates performance through measurement, KPIs and targets</p> <p>Strives continually to drive change ensuring that the charity is efficiently discharging its duties</p> <p>Strong leadership skills; able to make tough decisions</p> <p>Ability to write board reports, present at various meetings, committees, and Board meetings as and when needed.</p> <p>5 years' experience of DM campaign management.</p>	<p>Able to think strategically and innovatively and turn that thinking into realistic plans and activities</p> <p>Excellent interpersonal skills, team player, and collaborative working style</p> <p>Self-motivated, positive outlook, and can-do attitude, stays calm under pressure.</p> <p>Leads by example.</p> <p>Fast learner with a high level of attention to detail.</p>
<p>A curious but meticulous mind! With confidence in your skills to both plan and analyse activities across the database to maximise income generation and opportunities to cross-sell activities and products.</p>	<p>Willingness to take ownership and accountability, demonstrating these core behaviours across your team.</p> <p>Empowering leader, nurturing team development</p> <p>Inspire confidence in your data and team</p>
<p>A creative flair and experience in creative development and proven success in donor acquisition and/or donor development campaigns.</p> <p>You know what your audience wants and what will be successful. Significant experience working with data selections, segmentation, campaign analysis, and an openness to test new ideas</p>	<p>Through your communication skills, you will have an ability to champion your craft across the organisation, so colleagues understand the value of our individual giving programmes.</p>

<p>Experience in preparing and delivering against budget for both income and expenditure.</p> <p>A leader who gets excellent results within agreed budgets and on schedule.</p>	<p>A team player and collaborator – that gets results.</p>
<p>Excellent organisation skills – being able to manage creative agencies, telemarketing agencies, printers, and other suppliers, including briefing, critiquing artwork, and proofreading across the team's activity.</p>	<p>A 'can do' approach.</p>
<p>Desirable</p>	
<p>An understanding of Fundraising Regulations, GDPR compliance, and data management</p>	

The Individuals Giving Team



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