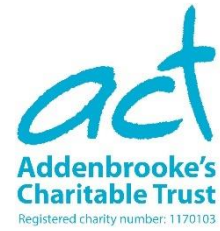


# ADDENBROOKES CHARITABLE TRUST

## JOB DESCRIPTION



<b>Job Title:</b>	In Memory and Legacy Fundraiser
<b>Hours:</b>	Full time, 37.5 hours per week
<b>Term:</b>	Permanent
<b>Reports to:</b>	Community Fundraising Manager
<b>Salary:</b>	£26,000 - £28,000 per annum (depending on skills and experience)
<b>Location:</b>	Hybrid/Cambridge (minimum of 2 days in the office as well as some evening and weekend work at events across the 6 East of England Counties)

### 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's 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 funders, Addenbrooke's and the Rosie hospitals can provide a level of patient care beyond that which can be delivered by NHS funding alone and 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, and that we are:

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

### Summary

Reporting to the Community Fundraising Manager, this role is responsible for supporting the delivery of the in memory giving programme and be the first point of contact for all in memory supporters. You'll be developing and delivering engaging fundraising campaigns across different channels as part of our strategy to inspire people to give in memory of a loved one and to increase the income we're able to raise. Developing relationships with supporters will be one of your strengths and you're passionate about providing the best supporter experience for supporters across the charity. There's lots of scope and potential for you to make a real difference.

## **Main Duties and Responsibilities**

### **Strategy and planning**

- Work closely with the Community Fundraising Manager and Head of Community Fundraising to support the implementation of the region-wide Fundraising Strategy
- Plan and deliver effective, exciting, and appropriate fundraising activities.

### **Fundraising**

- Thanking all new In Memory donations, and new Tribute Funds, in a timely, empathetic, and supportive way
- Working with colleagues in the Finance team to ensure In Memory income is processed accurately and efficiently, and in line with the supporter's wishes
- Deliver a range of fundraising activities across the region, including organising the annual 'Walk to Remember' and 'Candles at Christmas' service.
- Attend fundraising and other events as required across the 6 counties in the East of England. This will involve some weekend and evening work along with traveling and transporting event materials.
- Develop and nurture relationships with In Memory fundraisers, acknowledging key anniversaries with the aim of maximising the funds they raise as well as connecting with funeral directors across the regions.
- Work closely with colleagues to involve them in building relationships with supporters and in fundraising activities as required.
- Monitor, evaluate and identify learning points from each area of activity.
- Create, manage and develop relationships with solicitors, funeral directors and other organisations to grow legacy income for the charity.
- Develop excellent stewardship for newly bereaved supporters and legacy pledgers
- Research and implement new activities for legacy such as Make a will month
- Work with individual giving to develop a legacy strategy and materials to help raise awareness of legacy giving

### **Targets and budgets**

- Achieve agreed income targets.
- Plan and monitor the allocation of the budget in conjunction with the Community Fundraising Manager and Head of Community Fundraising

### **Data, reporting, and administration**

- Record data accurately using Donorfy database.
- Produce reports and supply data as required.
- Respond to enquiries made by phone, post, and email.
- Acknowledge donations appropriately; write effective thank you letters.

### **Communications**

- Devise and implement a communications plan to promote fundraising initiatives in the region, working with the Communications Team
- Working with the Communications team follow up potential PR opportunities.
- Provide content for ACT communications channels, e.g., newsletters, enewsletters, impact magazine, appeals and social media.
- Work with supporters to raise awareness of ACT.

## General corporate requirements

- To adhere always to ACT's policies and procedures as varied from time to time.
- 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
- To ensure the effective and efficient use of ACT's resources
- To ensure that all duties are carried out to the highest possible standard.
- To be aware of individual responsibilities under the Health and Safety at Work Act (1974)
- To respect the confidentiality of all matters learned in the course of employment and respect the requirements of the Data Protection Act (1998)
- To work in line with the Fundraising Regulator Code of Practice and other relevant legislation and guidance
- To ensure due regard is given to customs, values and spiritual beliefs of supporters, patients, carers, and their relatives.
- To participate in team meetings, planning and any corporate development activities and initiatives as may be identified from time to time.
- To undertake any other reasonable task as may be identified as necessary by your line manager, or 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](mailto:hr@act4addenbrookes.org.uk)

**The closing date for applications is 27<sup>th</sup> April 2025, 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.**

# ADDENBROOKES CHARITABLE TRUST

## IN MEMORY FUNDRAISER

### PERSON SPECIFICATION



#### Essential Skills

- Great communication skills
- An excellent eye for detail
- Strong organisational skills
- Experience of managing multiple priorities and strict deadlines
- Conscientious approach to your work
- A good team player
- Strong numeracy and computer literacy with Microsoft Office packages
- Ability to build strong relationships.
- Ability to inspire and motivate supporters.
- Ability to work unsupervised whilst also being a team player.
- Previous experience of working in a similar fundraising role within a charity or not-for-profit organisation
- Enthusiastic with a positive attitude
- Empathy and understanding

#### Desirable

- Experience of using Donorfy or other fundraising databases
- Creative flair
- A passion and enthusiasm for the work of ACT, and for working in a hospital setting.
- Driving licence and access to a car

## **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
- Employee Assistance Programmes
- 25 days of Annual Leave + Bank Holidays
- Your Birthday off
- Cycle 2 Work Scheme