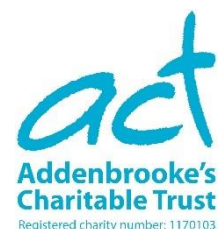


# ADDENBROOKES CHARITABLE TRUST

## JOB DESCRIPTION



<b>Job Title:</b>	Individual Giving Lead (Acquisition)
<b>Hours:</b>	Full time, 37.5 hours per week
<b>Term:</b>	Permanent
<b>Reports to:</b>	Director of Fundraising (interim until Head recruited)
<b>Location:</b>	Cambridge Biomedical Campus
<b>Working Arrangements:</b>	Hybrid with a minimum of two days a week in the office for full-time staff
<b>Salary:</b>	£35,000 per annum

### Who are Addenbrooke's Charitable Trust?

At Addenbrooke's Charitable Trust (ACT), we exist to make our outstanding hospitals even better. We raise vital funds to support Addenbrooke's and the Rosie hospitals — connecting generous people with projects that go beyond the boundaries of NHS funding and help deliver the very best in patient care, clinical outcomes, research and education.

Right now, ACT is entering a defining chapter. Alongside supporting our existing hospitals, we are helping to bring to life two once-in-a-generation developments: the Cambridge Cancer Research Hospital and the Cambridge Children's Hospital. Together, these projects will transform healthcare locally, nationally and globally, placing Cambridge at the heart of medical innovation.

Everything we do — from funding cutting-edge technology and life-changing research to improving hospital environments and supporting staff wellbeing — is made possible by the commitment of our supporters. We are proud to live our values every day: we are Supportive, Innovative and Ambitious, and we always ACT with Integrity. If you're motivated by impact, collaboration and the opportunity to help shape the future of healthcare, there has never been a more exciting time to join us.

### Summary

As an experienced and ambitious Individual Giving fundraising or marketing professional, you will play a pivotal role in ACT's supporter acquisition programme. You will drive the creative development and delivery of multi-channel campaigns— spanning digital, face-to-face, and direct mail—ensuring we attract high-quality new supporters efficiently and at scale.

Working as a key member of the Individual Giving team, you will take ownership of all acquisition activity, supported by your Head of Team, while collaborating closely with new colleagues to shape and deliver an exceptional welcome journey. Together, you will ensure that every new supporter receives a personalised, engaging introduction to ACT that builds loyalty from the start and reflects our commitment to supporter-centred fundraising.

You will bring a data-driven mindset to the role—interrogating performance, identifying insights, and making evidence-based recommendations to optimise campaigns. With a strong understanding of KPIs, cost per acquisition, and long-term value, you will lead on shaping an agile acquisition plan that maximises return on investment and supports sustainable growth.

As part of a newly developed and ambitious Individual Giving function, you will champion your programme, innovation, continuous improvement, and a culture of integrity. Your experience and skillset will help ensure that every aspect of ACT's acquisition work puts supporters at the heart of what we do and contributes to the long-term development of our programme

## **Main Duties and Responsibilities**

### **Strategy and planning**

- You will work closely with your team and the Director of Fundraising to develop and deliver an Individual Giving Strategy.
- You will play a key role in contributing to the process as the 'subject matter expert' for supporter acquisition.
- You will work to devise, implement, evaluate and optimise an annual individual giving supporter acquisition plan, as part of the wider Individual Giving Strategy.

### **Fundraising**

- Through creative testing, learning and optimising, plan and deliver multi-channel supporter acquisition products and campaigns to drive growth in Individual Giving at ACT (donor numbers and income). You will be keen to make 'acquisition' your own, driving forward activity, evaluation and insight.
- Hold responsibility for but work closely with colleagues to plan and deliver a multi-channel welcome experience for new supporters, ensuring hyper-personalised and best-in-class supporter journeys. We want new supporters to feel proud to have chosen to support ACT. This second touchpoint is a key factor in helping us to meet our strategic goals of maximising long-term support, loyalty to ACT, and life-time value.
- Work with colleagues ACT and CUH to engage hospital patients as ACT supporters, including the delivery of a series of past patient mailings.

### **Targets and budgets**

- Deliver the projects needed to reach targets, keeping your team updated with progress.
- Monitor the allocation of the budget relating to your area of work, in conjunction with the Head of Individual Giving & Supporter Engagement.

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

- Using existing and new data insight tools, and your own curiosity, report on performance against KPIs, working towards continuous improvement.
- Make recommendations for how and when to flex the acquisition plan to ensure best use of budget and competitive cost per acquisition (CPA) and to maximise lifetime value (LTV).

## Innovation and Compliance

- As well as the relationships you build internally, and the knowledge you gain of ACT, keep a watchful eye externally to identify trends and opportunities for supporter acquisition.
- Be the 'subject matter expert' for all things acquisition, sharing your knowledge and passion to inspire, and receive buy-in, from internal and external stakeholders.
- Ensure the projects you are responsible for are compliant with internal and external policies, Code of Fundraising Practice, and the law.

## 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 (2018).
- g. To work in line with the Fundraising Regulator's Code of Fundraising Practice 2025 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 participate in team meetings, planning and any corporate development activities and initiatives as may be identified from time to time.
- j. 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](mailto:hr@act4addenbrookes.org.uk)

**The closing date for applications is 14<sup>th</sup> June 2026, however we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.**

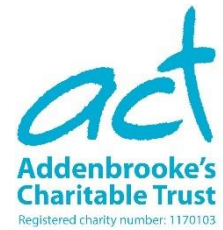


**We strongly encourage candidates of different backgrounds and identities to apply. Each new team member is an opportunity for us to bring in a different perspective, and we are always eager to further diversify our charity.**

## ADDENBROOKES CHARITABLE TRUST

### Individual Giving Lead - Acquisition

#### PERSON SPECIFICATION



#### Essential Skills

- Experience of working in a fast-paced individual giving or digital marketing team
- Experience recruiting new supporters (or customers) through a variety of channels
- Experience of monitoring and reporting on KPIs relevant to this role
- Excellent communication skills, written and verbal
- Excellent attention to detail
- Strong organisational skills and the ability to manage competing priorities and deadlines
- Conscientious approach to your work
- Strong numeracy skills to monitor budgets and project spend
- Computer literacy and experience with Microsoft Office packages
- Empathy and a passion and enthusiasm for the work of ACT

#### Desirable

- Experience of using Donorfy, or another CRM

## ADDENBROOKE'S CHARITABLE TRUST

### CURRENT EMPLOYEE BENEFITS

- Pension Scheme
- Group Life Assurance @ 4 x Salary
- Enhanced Maternity and Paternity Pay
- Annual Eye Tests
- Leisure Centre on site
- Staff Discount Schemes
- Health Cash Plan
- Employee Assistance Programmes
- 25 days of Annual Leave + Bank Holidays
- Your Birthday Off
- Cycle 2 Work Scheme

