



**Solving
Kids'
Cancer
UK**

**JOB PACK
Fundraising
Manager**



We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive



Welcome

Dear Applicant

I'm delighted that you're interested in working for Solving Kids' Cancer UK. Included in this pack is some background information about the charity along with details of the job role.

Solving Kids' Cancer UK is a very special charity with a dedicated and passionate team – we are proud of our parent-led ethos, which means that we have parents with lived experience of neuroblastoma working at every level of our charity, from volunteer to employees and within our Board of Trustees. This means that the work of our charity is always informed by those who have first-hand experience of neuroblastoma and ensures we remain focussed on addressing the challenges faced by the people who need our support most.

The charity actively supports and prioritises the wellbeing of our team and a range of support is available including flexible working arrangements and access to training and personal development opportunities.

It is a truly exciting time to be joining us as we have been on a transformational journey in recent years, launching a new strategy in 2022 and a brand re-fresh in 2023. During the course of our current five-year strategy, Solving Kids' Cancer UK will remain neuroblastoma focussed, but with flexibilities to operate more broadly in support of children with cancer. We are working with existing and new partners, having launched our most ambitious research funding award to-date with a focus on accelerating more effective treatments. We are aiming to reach all families of children diagnosed with neuroblastoma in the UK, providing a broader range of practical, emotional and financial support at any point of their journey. And we are continuing to advocate for children and their families affected by childhood cancer, launching our first public affairs strategy in 2023 to more boldly champion the needs of all children diagnosed with childhood cancer.

If you're excited about joining our team, and want to help us to achieve our vision where no child dies from the childhood cancer neuroblastoma or suffers due to the treatment they receive, please consider applying.

We look forward to hearing from you.

A handwritten signature in black ink, appearing to read "G Jackson", with a long horizontal flourish extending to the right.

Gail Jackson | Chief Executive Officer





About Solving Kids' Cancer UK

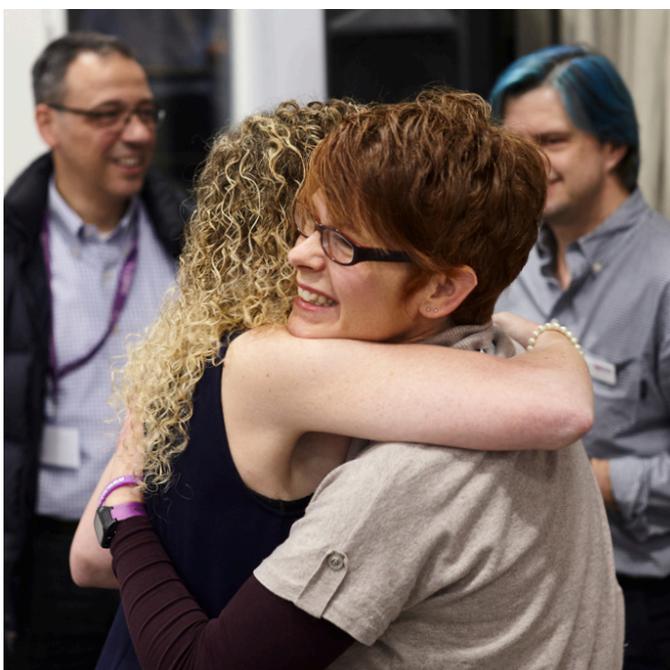
Solving Kids' Cancer UK is a small but mighty charity with children firmly at its heart. We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Neuroblastoma is a rare and complex childhood cancer, around 90% of neuroblastoma cases occur in children younger than five years of age. It is the most common cancer in infants. The work of Solving Kids' Cancer UK is parent informed and we develop our services in response to the needs of the community we work with.

Our organisation is passionate about speeding up pioneering clinical research that will save lives and improve outcomes for children. As a parent-led charity we are uniquely placed to use our influence and reputation alongside our accredited research funding framework to make a difference for children now and in the future.

Our Family Support Service provides emotional, practical and financial support, and impartial information on the latest treatments available and supports families to access their choice of treatment options for their child.

We are a voice for children and their families. In every conversation we amplify their voice and ensure children are at the heart of all we do. We will not stop until children with neuroblastoma, in the UK and beyond, have access to the treatment they need and we need the very best people to help deliver our vision.





**Solving
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Vision, mission and strategy

Vision

A future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Mission

Helping those affected by neuroblastoma, an often aggressive and deadly childhood cancer, by

- **Initiating and funding** best-in-class clinical research
- **Providing hope**, information, and support to families throughout their cancer journey
- **Raising awareness** of childhood cancer, advocating and campaigning for positive change.

Strategy

Our strategic plan 2022 - 2027 has been informed by our stakeholders and developed in line with our vision; ensuring we have a blueprint for our growth, sustainability and stability into the future. Our strategy is driven by three key pillars: **Research, Support and Awareness**.

STRATEGIC PLAN 2022-2027



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Our strategy

To underpin the delivery of our five-year strategy, our work will be guided by an internal implementation plan centred around three key enablers and a clear focus on our vision and values.

Sustainable

We will ensure our charity remains financially robust to deliver against our strategic objectives, securing the funds required.

Good governance

We will continue to build a strong culture of compliance, transparency and continuous improvement at all levels of the organisation.

Impact

We will measure and showcase the impact of our work and demonstrate return on investment to our supporters.

Our work is driven by three key pillars

Research

Accelerate clinical trial development

We will focus on the development of new treatments by investing in clinical research and working with valued partners for maximum impact.

Prioritise the needs of children

We will engage with families to identify areas of unmet need, challenging experts to find solutions and work together to deliver maximum impact through the research we fund.

Foster collaboration

We will build and strengthen international partnerships to share expertise, best practice and resource, whilst building knowledge.

Support

Reach ALL families

Every family of a child diagnosed with neuroblastoma in the UK will have access to our support service from the point of diagnosis.

Broaden range of support

We will develop and expand our support offer in line with what families tell us they need.

Inform and support decision making

We will ensure families have access to the most current and scientifically robust data from around the world and support their decision to access the best treatment possible.

Awareness

Research advocacy

We will amplify the voice of the children and parents, seeking to advance science and understanding of the disease alongside patient-centric research.

Patient advocacy

We will champion the needs of individual children and their families, providing parent-led support around decision-making to improve treatment outcomes.

Awareness and campaigning

We will raise the profile and support the treatment needs of children with neuroblastoma and other childhood cancers with the general public, government and public bodies.

Our values

**Caring
Transparent
Collaborative
Inclusive
Determined
Hopeful**



**Solving
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Values



Transparent

We are open and honest about all that we do and how we do it.



Caring

We care passionately about children with neuroblastoma and their families and all those who care for them, including our staff, volunteers and supporters.



Collaborative

Relationships are at the heart of our work – from the children and families we work with to the individuals, organisations and networks that are involved in their care.



Inclusive

Our services are developed to ensure they meet need and we aim to make them accessible to all.



Determined

We lead with tenacity and are unfaltering in our drive to help, support and fight for children with cancer.



Hopeful

We have a strong sense of optimism and hope is at the heart of all that we do.





**Solving
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Our team

Board of Trustees

Nick Bird

David Coulon

Matt White

Aine McCarthy

Alex Lane

Joey Tabone

CE

Chief Executive Officer

Gail Jackson

Executive Assistant

Georgina Clark

Finance

Director of Strategic Finance

Gemma Wadsley

Senior Finance Manager

Sue McGregor-Ogden

Finance Officer

Ed Fordham

Finance Assistant

Val Wood-Brignall

Operations

Head of Operations

Claire Hislop

Database Manager

Nicholas Leverton

Family Support

Head of Family Support Services

Vicky Inglis

Family Support Coordinator

Hayley Blackwell

Family Support Coordinator

Samantha Wilkinson

Research and Awareness

Head of Research

Leona Knox

Research Manager

Leah Ambler

Public Affairs and Advocacy Lead

Emily Hall

Fundraising and Engagement

Head of Fundraising & Engagement

Danielle Russell

Fundraising Campaigns & Comms Manager

Laura Nott

Communications & Campaigns Manager

Vacant

Relationship Manager

Anna Austin

Community & Events Fundraising Manager

Sophie Anderson
(maternity leave until
Oct 2024)

Community & Events Fundraising Officer

Simran Panchal (fixed-
term until Dec 2024)

Fundraising Manager

Vacant

Key role information

Job title	Fundraising Manager
Location	Home based with regular travel to London and occasional travel UK-wide
Hours	Full-time, 35 hours / week (flexible working will be considered)
Salary	Circa £35,000 (FTE per annum), commensurate with experience
Contract type	Permanent
Probation period	6 months
DBS check	Basic
Department	Fundraising and Engagement
Responsible to	Head of Fundraising and Engagement
Responsible for	NA

What we offer

- Informal flexible working
- 5% employer pension scheme contribution
- 32 days holiday inclusive of bank holidays with opportunity to buy additional leave
- Access to 24/7 confidential helplines for counselling and legal and tax advice
- Wellbeing check-ins with manager and optional Wellbeing Action Plan
- Regular staff survey for the opportunity to feedback experiences and make suggestions
- Regular opportunities to meet in-person as departments and the full team
- Training opportunities – we care about our staff and volunteers and encourage opportunities for professional development
- A child-centred charity with a passionate and dedicated team



Fundraising Manager

Job purpose summary

- To cultivate, secure and steward new corporate partnerships, individuals and major donors to generate funds to support the work of Solving Kids' Cancer UK.
- To work as an effective, supportive and proactive member of the wider Fundraising and Engagement team in support of overall fundraising objectives.

Key responsibilities

Corporates

- Develop a pipeline of new corporate partnership opportunities with a focus on multi-year partnerships.
- Proactively engage, cultivate and secure new high-level corporate partnerships and achieve income generation targets.
- Create compelling partnership proposals, engagement plans and customised sponsorship packages that align with corporate partners and achieve income generation targets.
- Implement effective stewardship strategies and engagement activities for a portfolio of corporate partnerships to maintain relationships and engagement, increase contributions, maximise opportunities and foster lasting loyalty.
- Encourage corporates to take part in challenge event activities, volunteering and other engagement activities for the charity.
- Offer advice, support and motivation to corporates to empower them to organise their own fundraising initiatives for the charity.
- Build and develop relationships within the corporate sector regularly representing Solving Kids' Cancer UK at events, networking, forums and presentations.

Philanthropy

- Work with the Head of Fundraising and Engagement and other colleagues on the identification, research and development of potential donors to raise philanthropic funds for the charity.
- Manage a small portfolio of potential donors and make fundraising approaches in face-to-face and virtual meetings, both individually and in collaboration with colleagues, meeting activity and financial income generation targets.
- Implement effective stewardship strategies for individual donors appropriate to the size of their gift to thank and express gratitude, foster lasting loyalty, and motivate continued engagement.

General duties and responsibilities

- Create and give presentations to potential supporters, corporates and donors to raise awareness of the charity's work, mission and case for support, and encourage active engagement.
- Monitor, and evaluate the activities and produce accurate reports and data, demonstrating performance against agreed targets, return on investment, and continually identifying areas for improvement.
- Work with the Database Manager to utilise the CRM to its full potential, maintain up-to-date records, and analyse data to gain insight and inform decision-making.
- Monitor, and work within allocated budgets and ensure return on investment.
- Remain up-to-date with current best practices, innovations, and trends in fundraising.
- Champion change and new ways of working and actively seek out good ideas to develop the community and events fundraising programme.
- Abide by charity law, due diligence processes, Fundraising Code of Practice, Data Protection legislation and other relevant regulations.
- Be a supportive and participatory member of the team.
- Act as an ambassador for the charity and the Fundraising & Engagement Team.
- Complete any other reasonable duties and responsibilities as requested, commensurate with this role.

Due to the nature of the role, you will sometimes be asked to work outside of office hours on evenings and weekends and undertake national travel. Time off in lieu is provided.



Role specification

Experience/Knowledge/Skills/Attributes	Essential	Desired	Method of Assessment
Demonstrable significant experience working in fundraising	√		Application Form/ Interview
Knowledge of, an interest in, and commitment to raising funds for charity	√		Application Form/ Interview
A proven record of being results-driven and working to and achieving agreed targets and outcomes	√		Application Form/ Interview
Experience securing corporate partnerships OR gifts from individuals	√		Application Form/ Interview
Experience of writing high-value proposals		√	Application Form/ Interview
Good planning and organisational skills with the ability to manage multiple activities with conflicting demands and to meet deadlines	√		Application Form/ Interview
Experience of supporter/donor stewardship OR partnership stewardship/ relationship management OR customer stewardship/customer loyalty activities	√		Application Form/ Interview
Ability to motivate and influence others	√		Application Form/ Interview
Excellent verbal and written communication skills with the ability to tailor messaging to a range of audiences at all levels	√		Application Form/ Interview
Good interpersonal skills with the ability to network and build relationships at all levels, internally and externally	√		Application Form/Interview
Self-motivation and resilience with the ability to work on own initiative or as part of a team	√		Application Form/Interview
Experience of using databases/CRM for fundraising activities	√		Application Form/Interview
Experience managing/overseeing a budget and reporting on financial performance	√		Application Form/Interview
IT literate with knowledge of Microsoft packages	√		Application Form
Knowledge of the Fundraising Code of Practice and Data Protection legislation (GDPR, PECR etc.) and an understanding of its impact in a fundraising context	√		Application Form/Interview
Knowledge and/or lived experience of childhood cancer		√	Application Form



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How to apply

If you would like to apply for the Fundraising Manager role, please complete and submit an **Application Form** highlighting how you meet the person specification and why you would like the role in the Supporting Statement. You can access our HR Privacy Notice **here**.

Please send your **Application Form** to **claire@solvingkidscancer.org.uk**

We also invite you to complete and return an anonymous **Diversity Monitoring Form**, which is an online form accessible **here**. The information contained in the questionnaire will be treated as confidential and will be used to monitor and drive our work towards our diversity and inclusion commitments.

If you would like an informal conversation prior to applying, contact Danielle Russell, Head of Fundraising and Engagement, via email at **danielle.russell@solvingkidscancer.org.uk** or by telephone on **020 4582 7396**.

If there are any adjustments that would help you to engage with the recruitment process, please let us know.



Recruitment timetable

We aim to keep to the timetable outlined below.

Applications open: 23 May 2024

Applications close: 26 June 2024, 11:59pm

Shortlisting: w/c 1 July 2024

Interviews: 8 July 2024 (London office)

Shortlisted candidates will be invited to an interview. The panel will comprise Danielle Russell, Head of Fundraising and Engagement and Gail Jackson, Chief Executive.

Candidates successful at the first interview, may be invited to attend a second interview.





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We are an equal opportunity employer

We welcome and invite applications from all suitably qualified candidates, regardless of age, disability, gender or gender reassignment, marriage/civil partnership, pregnancy, maternity, race, religion or belief, sex or sexual orientation. We invite applicants to let us know how we can help them better engage with the recruitment process.

We are a safeguarding charity

Our work and practice are underpinned by safeguarding principles with the aim of protecting children and young people and enhancing their welfare. Solving Kids' Cancer UK always works in accordance with legislation, statutory guidance and best safeguarding practices. A basic criminal record check is required for all staff, trustees and volunteers.

We are a parent-led charity

Solving Kids' Cancer UK is a parent-led charity and actively encourages applications from the parent community with lived experience of neuroblastoma and/or other childhood cancers.



solvingkidscancer.org.uk



[Solving Kids' Cancer UK](https://www.linkedin.com/company/solving-kids-cancer-uk)



[SolvingKidsCancer365](https://www.facebook.com/SolvingKidsCancer365)



[skc365](https://www.instagram.com/skc365)



[SKC_UK](https://twitter.com/SKC_UK)

Solving Kids' Cancer UK is a registered charity in England and Wales (1135601), and in Scotland (SCO45094). It is a company limited by guarantee in England and Wales (7208648).