



<b>Job Title</b>	Head of Individual Giving
<b>Directorate</b>	Public Fundraising and Engagement
<b>Accountable to</b>	Managing Director
<b>Responsible to</b>	Associate Director of Public Fundraising and Engagement
<b>Responsible for</b>	Individual Giving

## About Us

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

We have exceeded our fundraising targets, over the past three years, raising over £90m against a target of £83m and making over £82m in funding available to The Royal Marsden. However, with one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we have recently launched our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed to raising £150 million, through a major fundraising appeal, for a new major development project in Chelsea, which will launch in 2024/25. There is also an extensive portfolio of engaging projects outside of the capital appeals, that help to support all aspects of the hospital's work to improve the lives of cancer patients.

## Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

### **Respectful**

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

### **Kind**

We are caring, responsive, considerate, and generous with our time.

### **Ambitious**

We have high aspirations and are enterprising in our approach.

### **Purposeful**

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

### **Versatile**

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

## The Individual Giving Team

Working for us offers you a challenging and rewarding career, as well as the chance to really improve the lives of those living with cancer.

The Individual Giving team sits within the Public Fundraising and Engagement Directorate and is focused on the recruitment, development and stewardship of donors supporting the Charity across a range of individual giving products and programmes.

With ambitious growth plans aimed at significantly increasing income in the next 5 years, we have exciting plans to grow and diversify our supporter base as well as develop audience first supporter journeys, providing our donors with the best possible experience.

With a creative, data-led approach, we work with colleagues across the organisation and with external partners to develop and deliver our programme of activity rooted in the principles of direct marketing and always with supporters at the heart.

## Job Purpose

We are looking for a new Head of Individual Giving to deliver growth across all areas of Individual Giving by providing outstanding team leadership and driving programme innovation.

## Working Relationships

The Head of Individual Giving is an integral part of the Leadership Team of fellow department Heads and works very closely with the Senior Leadership Team. The Individual Giving Team is hugely collaborative working across the Charity, with colleagues in The Royal Marsden and with our trusted agencies and partners, therefore this role will work closely with the Marketing & Digital team, Finance, Grants, Data & Fundraising Operations, the Legacy team, Community Fundraising, Philanthropy & Partnerships teams, PR & Communications, Trust Marketing & Digital teams, as well as our external partners. This role will also work closely with our donors and our volunteers.

## Key Areas of Responsibility

- 1.1. Lead and manage a high performing team, ensuring opportunities for learning and development are optimised, promoting a culture that champions our Values and supports the successful delivery of the Individual Giving strategy.
- 1.2. Develop and lead the Individual Giving strategy to deliver significant growth across the programme with a focus on the acquisition and retention of new supporters.
- 1.3. Lead the Individual Giving team to deliver programmes and campaigns aimed at recruiting, retaining and reactivating supporters, optimising their lifetime value and delivering the best possible supporter experience using a test and learn approach to continually improve donor journeys.
- 1.4. Ensure the Individual Giving Team delivers on its plans and is efficient and effective by:
  - Providing regular progress reports against objectives, KPIs and milestones making decisions and adjusting plans and activity in order to meet deadlines and targets.
  - Reporting against income and expenditure budgets and leading the team to reforecast these regularly throughout the year.
  - Managing the available expenditure budget across the year to quickly implement any changes in strategy as a result of performance.
- 1.5. Work with the Head of Data & Fundraising Operations and the Marketing & Digital team to ensure all activities are driven by insight and optimised.
- 1.6. Review in-hospital fundraising and, in collaboration with the Head of Community Fundraising, Head of Legacy and the Head of Marketing and Digital, recommend how best to capitalise upon this opportunity.
- 1.7. Quickly develop strong relationships with key internal and external stakeholders involved with RMCC's Individual Giving programme, influencing effectively to secure favourable outcomes for the Charity.
- 1.8. Work collaboratively across Public Fundraising and Engagement, specifically with the Head of Legacy and Head of Community Fundraising, as well as the Head of Marketing and Digital to develop supporter centric journeys that optimise income opportunities and ensure every supporter feels valued, appreciated and informed.
- 1.9. Lead the management of successful relationships with key external agency partners to support the delivery of the Individual Giving, Public Fundraising and Engagement

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and Charity strategic objectives. This including leading and overseeing partnership tenders, onboarding partners and the ongoing development and management of these relationships.

- 1.10. As a Head of team, play an active role in the leadership and operational management of the Charity, working collaboratively with the other Heads to achieve shared goals and aims.
- 1.11. Ensure effective oversight and governance of all Individual Giving activities, enabling and encouraging best practice. This includes compliance with all relevant legislation and regulation, particularly in relation to changes in Fundraising Code of Practice and the handling of personal data.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

## Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
<b>Experience and knowledge</b>	
Experience of leading and managing a high performing team	E
Proven experience of developing successful Individual Giving strategies to meet or exceed ambitious fundraising targets	E
Experience of leading complex, multi product and channel direct marketing programmes including digital marketing	E
Proven experience of leading successful donor acquisition programmes	E
Experience of setting and managing budgets	E
Experience of managing external relationships, for example with agency partners and suppliers, including effective negotiation re costs and contracts	E
<b>Key competencies</b>	
Ability and willingness to model and demonstrate RMCC's Values	E
Capable of working at pace with the ability to proactively problem solve and adapt to change	E
Excellent communication and interpersonal skills evidenced by successful relationships with colleagues across different disciplines and at all levels	E
Excellent organisational skills and attention to detail	E
Highly numerate, able to understand and interpret budgets and financial reports	E
Capable of working under pressure to meet deadlines and dealing with multiple priorities at once	E
Able to work effectively and collaboratively with a variety of stakeholders, inside and out of the Charity	E
Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved donors	E
An interest in cancer and health issues, with an understanding of NHS practices and procedures	D

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

## Conditions of Service

<b>Salary</b>	£65,000 - £70,000 per annum
<b>Contract Type</b>	Permanent
<b>Hours of Work</b>	37.5 per week
<b>Location</b>	Hybrid working, with a mix of office and home working, based at either our Chelsea or Sutton site, with occasional working from the other site.
<b>Benefits</b>	27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more.  Refer to our summary of benefits information attached, and on our website for further details.

## Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

## Summary of Benefits

### Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

### Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

### Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

### Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

### Health and Wellbeing

- Self -referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

### Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.