

## Addenbrooke's Charitable Trust (ACT)

### JOB DESCRIPTION

<b>Job Title:</b>	<b>Community Relationships Fundraiser</b>
<b>Department:</b>	<b>The Relationship Fundraising Team</b>
<b>Hours:</b>	<b>37.5 hours per week</b>
<b>Term:</b>	<b>Fixed Term Contract (Maternity Leave Cover)</b>
<b>Reports to:</b>	<b>Head of Relationships</b>
<b>Responsible for:</b>	<b>Three reports</b>
<b>Salary :</b>	<b>£30,000 - £36,000 (depending on skills &amp; experience)</b>

#### 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 community, 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.**

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#### The role and your team

This role sits within ACT's Relationships team. The team is responsible for ACT's fundraisers, corporate partnerships and major relationships; that might be with individual funders, fundraisers, trusts and corporates who support Addenbrooke's and the Rosie hospitals with charitable donations and fundraised gifts of over £10,000.

Your role is integral to the success of the fundraising team, so no pressure! It will entail line management of three people, two community co-ordinators and one corporate lead. You will support and drive their fundraising strategy, creating a dynamic and high achieving community relationships team. You will also identify, research, manage, and grow a portfolio of high value fundraisers, a pivotal area of our income.

You will need to be a confident relationship manager, a team leader and team player, with a keen eye to spot new opportunities. And by joining us you will find yourself working with amazing clinical teams across Addenbrooke's; from nurses to matrons, surgeons, and consultants – to senior hospital leaders and Trustees.

The role has four main priorities:

- **High Value fundraiser relationship management** – working with our major fundraisers (individuals and businesses) to help them raise more money by implementing tried and trusted relationship techniques traditionally used in major donor fundraising.
- **To meet and exceed the team budget**, increasing net income substantially year on year including delivering a personal six-figure target.
- **Prospecting for key individuals** to feed to the Philanthropy Lead and Head of team.
- **Support and lead a team of up-and-coming relationship management fundraisers!**

We are therefore looking for an experienced and passionate high value community fundraising lead, who understands the challenges, rewards and opportunities that community fundraising can provide. Someone who can drive forward our relationships and work in partnership with our fundraisers and ACT teams to bring about maximum return on investment.

### Job Purpose

You will grow our community fundraising income through excellent relationship management and stewardship of existing supporters. You will work in partnership with other teams to deliver new fundraising products to support your team's income and growth. You will work in collaboration with colleagues in the Communications, Hospital Engagement and Capital Campaigns teams to create and support our programmes to engage and involve new supporters.

### Duties

Area	Responsibilities
Strategic development	<ul style="list-style-type: none"> <li>✓ Deliver a relationship fundraising strategy to raise a six figure team target from community relationships partnerships in 2021 - 2022 in collaboration with colleagues.</li> <li>✓ Identify, cultivate, and ask high-value fundraisers to support ACT's campaigns and appeals, including the Robot Appeal.</li> <li>✓ Work with colleagues and third parties to create compelling fundraising products to recruit and retain fundraisers.</li> <li>✓ Lead your team by creating the monthly reporting and analysis of your area of activity.</li> </ul>
New supporters	<ul style="list-style-type: none"> <li>✓ Work with colleagues to research, identify, and cultivate new relationships and partnerships.</li> <li>✓ Work with existing key influencers and stakeholders to recruit new fundraising partnerships to make introductions within their networks to build your portfolio of supporters and prospects.</li> <li>✓ Engage new relationships and partnerships through a range of bespoke touchpoints and opportunities to pique their interest.</li> </ul>
Supporter stewardship	<ul style="list-style-type: none"> <li>✓ Oversee the community relationship fundraising income by securing gifts and repeat gifts from high-value fundraisers and corporate partnerships and managing our network of fundraising volunteers.</li> <li>✓ Ensure a consistent level of donor stewardship for your donor portfolio in line with cultivation plans.</li> <li>✓ Ensure that your portfolio of donors is given optimum opportunities to engage in the work of the hospital through informative impact and progress reports, compelling proposals, and cross selling opportunities such as ACT's fundraising events to support the hospital's needs.</li> </ul>
Cross team working	<ul style="list-style-type: none"> <li>✓ Work closely with the other ACT and hospital teams to ensure every relationship is maximised for the benefit of the supporter and the hospital</li> </ul>

Budgets and performance monitoring	<ul style="list-style-type: none"> <li>✓ Maintain accurate and up to date records of relationships managed and funding received via the database.</li> <li>✓ Produce monthly updates on income and expenditure</li> </ul>
Fundraising Best Practice	<ul style="list-style-type: none"> <li>✓ Ensure all activity undertaken follows fundraising best practice and charity law – including GDPR legislation.</li> <li>✓ Ensure all appropriate supporter and prospect data is recorded in an accurate way that is compliant with charity law and the GDPR.</li> <li>✓ Follow the internal fundraising policies and best practice</li> </ul>

### What will I be expected to achieve in my first 6 months?

1. Implement a relationship fundraising plan to raise a six-figure target from community and corporate relationships in collaboration with the Community Relationships Coordinators and the Corporate Fundraiser.
2. Define a high value prospect identification methodology and uplift programme including metrics.
3. Deliver on account managing high value supporters, developing, and implementing personalised stewardship plans, delivering best practice in relationship fundraising at every stage.
4. Understand the ACT supporter database and how to run the teams monthly KPI reports, pipeline analysis and income reports.

<b>Who will be my Line Manager</b>	Head of Relationships
<b>What team will I be part of?</b>	The Relationship Fundraising Team
<b>When will the interview take place?</b>	<p><b>ASAP</b> - initial interview will be held remotely, with the potential to host the second interview at the ACT offices.</p> <p>Successful applicant will be invited for a tour of the Hospital Campus – mindful of current restrictions.</p>
<b>If I get the job what will I get paid</b>	£30,000-£36,000 per annum (depending on skills and experience)
<b>When might I start?</b>	Position open from July 2021
<b>Are there any other thing it would be good for me to know?</b>	<p>Understand the parking situation and what the alternatives are.</p> <p>Understand the uniqueness of the Hospital site</p>

*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*

**The closing date for applications is Sunday, 1<sup>st</sup> August 2021, however we reserve the right to close this vacancy once a sufficient number of applications have been received or a successful candidate is found.**

**Addenbrooke's Charitable Trust is an equal opportunities employer actively working towards a diverse workforce. We therefore positively encourage applications, regardless of age, race, religion & belief, gender, gender reassignment, sexual orientation, marriage & civil partnership, pregnancy & maternity or disability.**

## PERSON SPECIFICATION

<p><b>Essential</b></p>	<ul style="list-style-type: none"> <li>• At least 5 years' experience of working in a similar fundraising role</li> <li>• Proven experience of securing upwards of five figure fundraising gifts, or relevant experience/ transferable skills.</li> <li>• Excellent interpersonal skills and highly skilled in building relationships with different stakeholders</li> <li>• Good level of competency in Word, Excel, PowerPoint and relational databases.</li> <li>• Excellent networker and creative relationship builder</li> <li>• Confident communicator with the ability to support the delivery of pitches and presentations to prospective partners and excellent written skills (applications, proposals and impact report writing)</li> <li>• Independent, resilient, and creative!</li> </ul>
<p><b>Desirable – not essential</b></p>	<ul style="list-style-type: none"> <li>• Experience of managing supporter events and engagement activities.</li> <li>• Experience of securing gifts from schools fundraising initiatives or relevant experience/ transferable skills.</li> <li>• Experience of working in a Healthcare charity, and or working alongside the NHS.</li> <li>• Experience of project planning</li> </ul>