



***Legacy &
In-Memory Officer
Guy's and St Thomas'
Hospitals***

***Recruitment
Pack***

“ Thank you for interest in joining our fantastic team. It’s a very exciting time to be working in NHS fundraising and I hope you will consider applying. This role will play a vital part in driving our legacy fundraising strategy at our partner hospitals. As a fundraiser, I’m inspired every day to succeed, knowing that we can help provide the very best support to our incredible hospitals, researchers and community teams in such challenging times for the NHS.



Caroline Gormley

Deputy Director of Public Fundraising
– Guy’s & St Thomas’



Introduction

The vision for Guy's and St. Thomas' NHS Foundation Trust (GSTT) is to advance health and wellbeing, as a local, national, and international leader in clinical care, education, and research. Famous

globally for its medical breakthroughs and innovation, it has a long history of clinical excellence and high-quality care. With 1,000 inpatient beds across two of London's best-known teaching hospitals and more than 2 million patient contacts made each year, it is one of the busiest and most successful foundation trusts in the UK.

The Trust's work is supported by Guy's and St Thomas' Charity (GSTC), which is the official charity for the Trust, including Guy's, St Thomas' and Evelina London Children's hospitals and an independent place-based foundation. GSTT and GSTC have a shared ambition to increase fundraised income to benefit patients and staff of the NHS Trust. Our combined goal is to achieve maximum benefit by improving the health of the local community in the Lambeth and Southwark boroughs through the development of new services, innovative research, and an enhanced hospital environment. The Trust is also part of King's Health Partners, one of only six academic health sciences centres in the UK, pioneering in health research. The partnership helps to provide the latest treatments for patients alongside the best possible care.

To achieve this shared ambition, we have worked closely with the King's team to develop the fundraising strategy. As part of its philanthropic support, the Charity funds all fundraising activity and this relationship is managed by the Directors of Communications and Engagement at the Charity. Together with the wider Executive Team and Trustees of the Charity, they are key stakeholders, and the fundraising department is accountable to them for the overall performance of the fundraising effort.

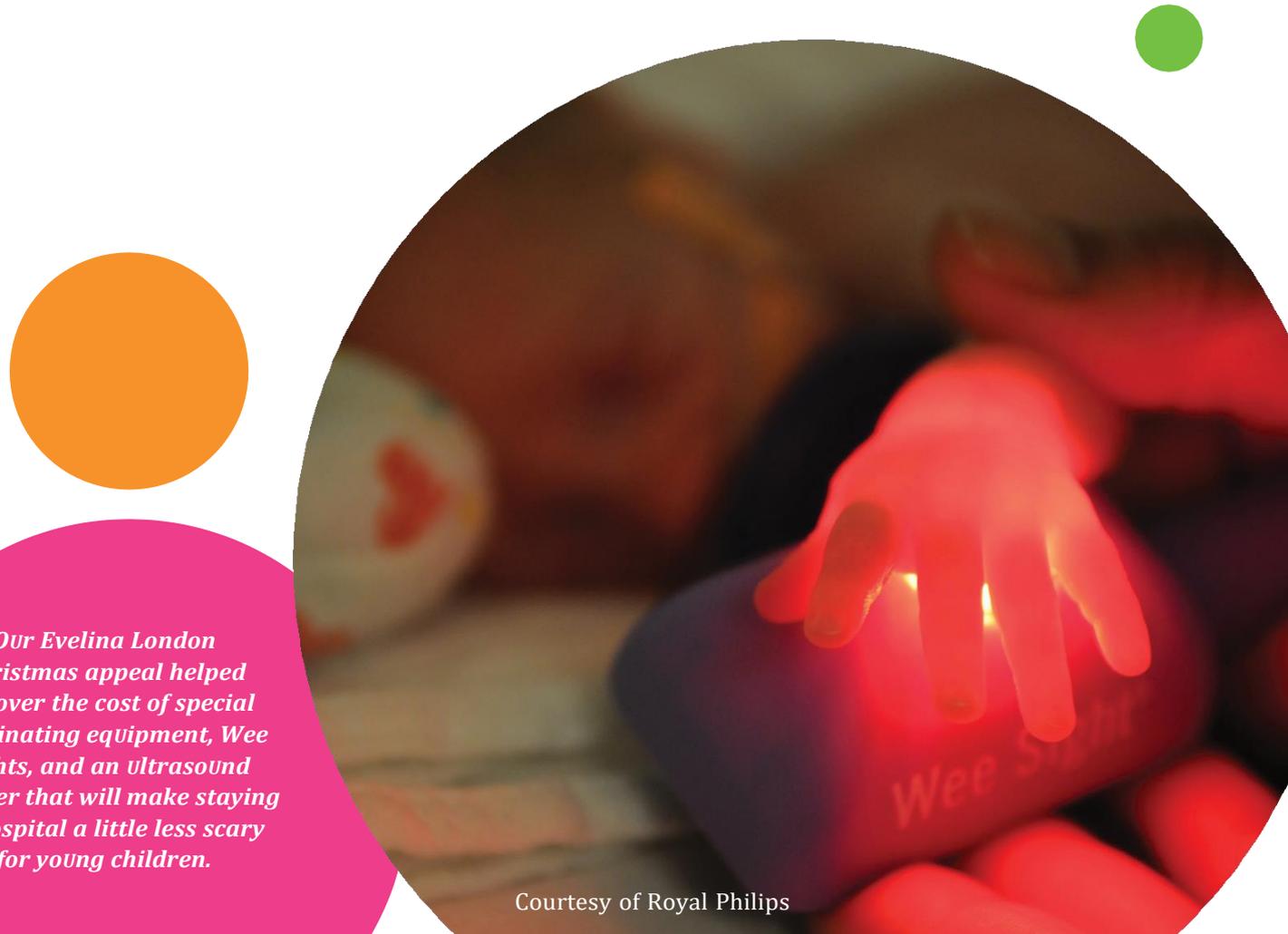
Alongside Guy's Hospital and St Thomas' Hospital there are two additional funding priorities that complete the Trust – Guy's Cancer and Evelina London.

Guy's and St Thomas' staff member in one of our Wellbeing Zones funded by donations raised during the COVID-19 pandemic.

Guy's Cancer is one of the UK's leading providers of care and treatment for people with cancer. Home to some of the best specialists in the country, it offers the very latest facilities and pioneering treatments, owing to the extensive research programmes. The landmark £160m Cancer Centre at Guy's opened its doors in September 2016 and is the culmination of more than 10 years of planning and working in partnership with patients to create a building to transform cancer care. It is designed by patients for patients and this collaboration demonstrates the future for the NHS.

Evelina London is the second largest provider of paediatric healthcare in London and the largest in south-east England. Every year, we care for more than 103,000 children and young people. As well as being a local children's hospital for London and a regional centre for south-east England, we are a national specialist referral centre for rare and complex children's conditions, such as cardiology, neurology, metabolic disorders and renal failure. Based beside the maternity unit at St Thomas' Hospital, no other children's hospital in the UK can offer such a comprehensive pathway of care from pre-birth to adulthood as well as Evelina London. Indeed, we were the first children's hospital in the UK to be awarded an 'outstanding' rating by the Care Quality Commission.

For info please visit: supportgstt.org.uk or supportevelina.org.uk



Our Evelina London Christmas appeal helped to cover the cost of special illuminating equipment, Wee Sights, and an ultrasound scanner that will make staying at hospital a little less scary for young children.

Courtesy of Royal Philips

The role

Title	Legacy & In-Memory Officer
Salary	£33,114 to £35,844 per annum including London Weighting Allowance
Contract and hours	Permanent, Full-Time (35 hours per week)
Location	Strand Campus at King's College London, with 'hot desk' working across Guy's and St Thomas' Hospital sites
Reports to	Head of Legacies & In-Memory Giving
Line management	Not applicable

Purpose of the role

The Fundraising team for Guy's & St Thomas' Hospital, including Evelina London Children's Hospital and Guy's Cancer has an ambition to radically grow our income over the next few years. Through inspiring and innovative fundraising, we will be supporting cutting edge research, capital appeals and amazing everyday care for our patients.

We are looking for an enthusiastic and passionate fundraiser to join our Legacy Team to take forward the Legacy and In-Memory programmes for our hospitals.

The successful candidate will be a clear and confident communicator with strong interpersonal skills and a natural empathy with supporters from all backgrounds. The ability to understand legacy and In-Memory donor motivations is essential in promoting these areas of fundraising.

This exciting opportunity will allow the successful candidate the scope to strategically develop our Legacy and In-Memory fundraising programmes and to expand our range of related activities and events.

This role will suit a candidate with a background in marketing and/or product development with a proven interest in building relationships with individuals.

Key objectives

- To grow the number of Legacy and In-Memory supporters of Guy's & St Thomas' Hospital, including Evelina London Children's Hospital and Guy's Cancer
- To create, implement and oversee a sustainable In-Memory fundraising programme for the hospitals in order to maximise this income stream

- To grow the Legacy programme and oversee the legacy supporter journey for the hospitals' prospects, enquirers, intenders and pledgers
- Develop and maintain the existing legacy fundraising programme and work with Head of Legacy Giving to create an In-Memory strategy, moving us from a reactive approach to a proactive way of fundraising

Decision making, planning & problem solving

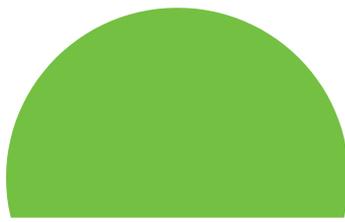
- To input into the development of the Legacy Fundraising strategy in line with the Guy's and St Thomas' Fundraising & Supporter Development strategy and key objectives
- Advise and guide legacy supporters on all aspects related to their giving
- To ensure data processing is accurate, timely and up to date
- Develop clear project plans and an innovative marketing strategy of encouragement and inspiration, to drive sign ups across the entire calendar year

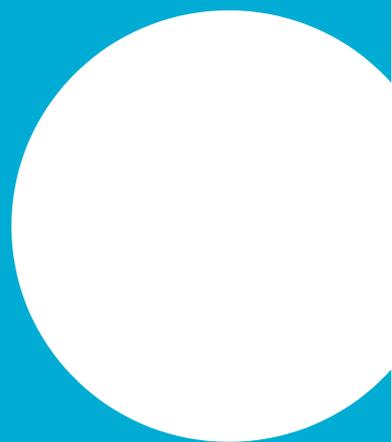
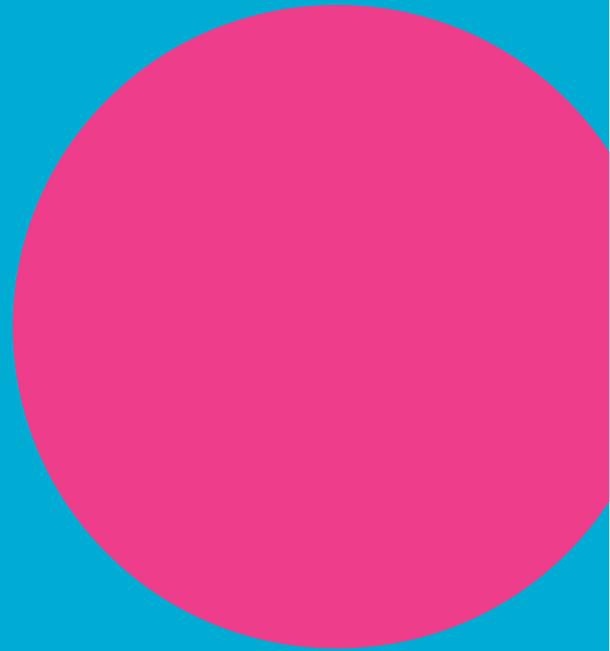
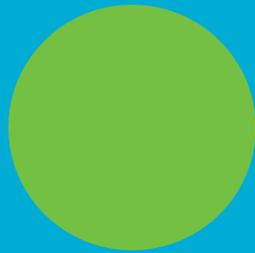
Innovation & portfolio development

- Manage our legacy fundraising activities, which includes managing the Free Will Service, overseeing two Free Wills Months a year, stewarding legacy pledgers & intenders, responding to legacy enquiries, providing suggested will wording, and other new opportunities as appropriate
- Lead a project to develop the In-Memory fundraising programme from a reactive to a proactive programme with the aim of growing this income stream for the hospitals by working with the Head of Legacy Giving and colleagues across Fundraising & Supporter Development (FSD) – in the first instance this will include assessing the existing In Memory supporter journey and products, working cross-team to create a new supporter journey, new relevant products and a new process of recording data
- Provide excellent supporter care for individual legacy and In-Memory supporters

Work closely with the wider fundraising team to cross promote fundraising activities

- Build relationships with colleagues across the hospitals to develop and grow both legacy and In-Memory fundraising
- Oversee stewardship events and communications for all pledgers & intenders
- Respond to enquiries from supporters about legacy and In-Memory giving efficiently and in a friendly manner
- Support and actively participate in cross-team projects and activities



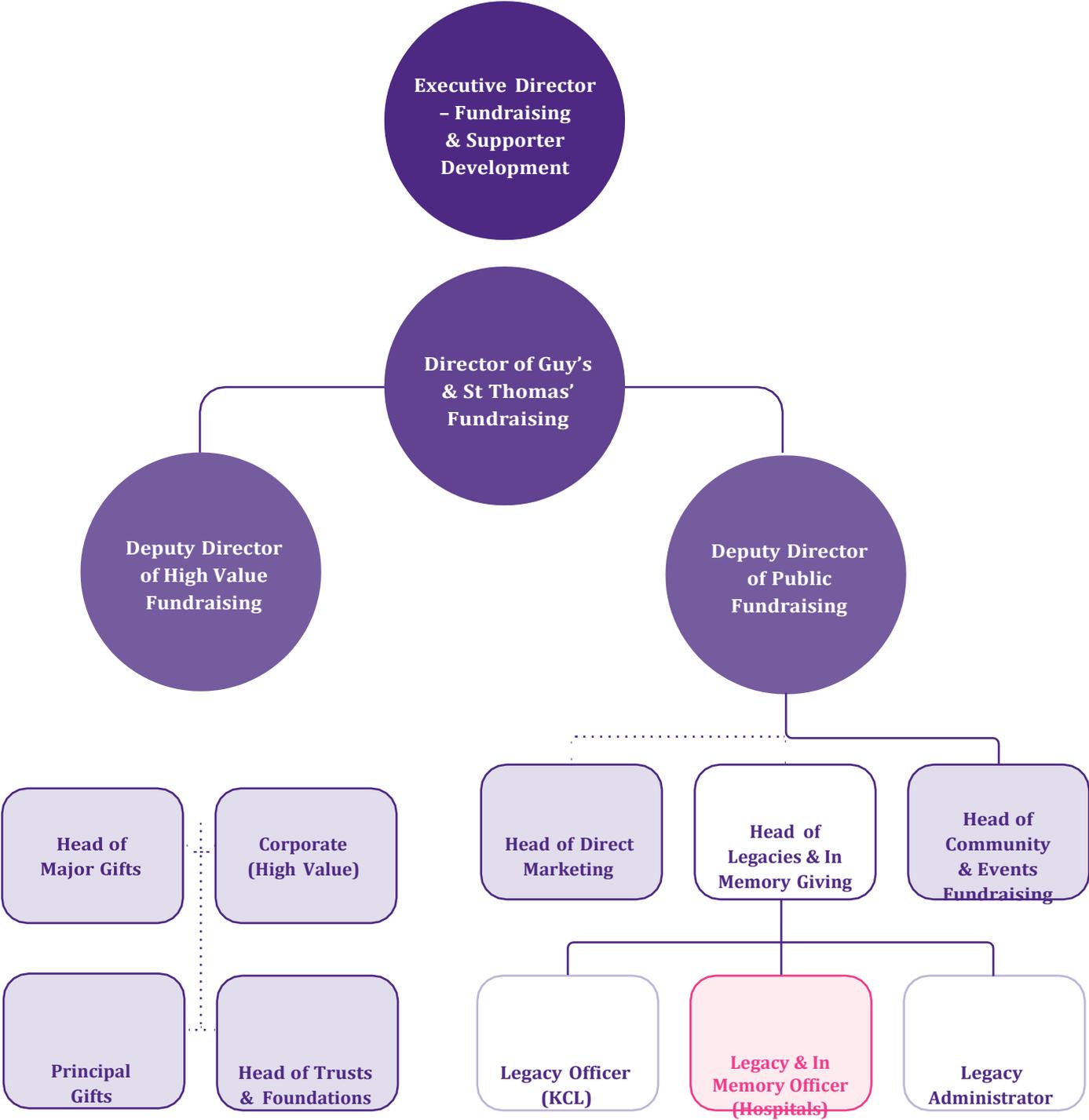


Person specification

- Ability to plan and deliver projects within budget and on time
- Excellent communication skills, written and verbal
- Strong negotiation and persuasion skills with a wide range of stakeholders
- Computer literate i.e. Word, Outlook, Excel
- Knowledge of fundraising databases e.g. Raiser's Edge
- Ability to work as part of a team but also use initiative
- Ability to deal effectively with senior colleagues, donors and patients
- Calm and professional attitude, naturally empathetic
- Willingness to attend, where necessary, commitments outside normal office hours
- Degree or equivalent



Organogram



The Guy's and St Thomas' fundraising team has more than 30 team members, so this chart is to merely provide an overview of the Legacy team.

The department

Department of Fundraising & Supporter Development

Our Vision Statement:

“We are Change Makers. Working Together we make a Difference in the World.”

To deliver our vision:

- We provide the means to fix society’s most pressing issues, from healthcare to education and beyond.
- We work collaboratively, enabling those with passion to deliver with purpose.
- We connect people who want to change the world with those who have the means to do so.
- We take pride in who we are and the work we undertake with our partners – we can effect change and the World feels the effects.

Our team:

Fundraising and Supporter Development (F&SD) is an integrated department that provides a single fundraising and supporter engagement function for King’s College London, Guy’s and St Thomas’ Charity and for King’s Health Partners, working closely with the Maudsley Charity. Based at KCL, we work with colleagues across our partners to help them serve society through world-leading education, research and healthcare.

We operate a unique and powerful model, which brings together fundraising for all our partners across major and principal gifts; trusts & foundations; legacies; corporate engagement and mass fundraising. We also promote KCL’s engagement with its worldwide alumni community, as well as engaging more broadly with supporters of all our partners. Our work is underpinned and enhanced by a range of professionals in areas such as donor relations, communications and marketing, prospect research, finance, data, supporter services and general administration. By pooling our passion and expertise to support the university and our health partners, our potential and impact is maximised.

We have an impressive, well-established track record of success in securing support that allows our partners to deliver on their missions. This includes our global, award-winning World Questions: King’s Answers campaign for KCL, which set the standard in the sector and enabled us to raise substantial funds to help tackle some of the world’s biggest challenges. Ambitious and innovative, the team has won awards across the higher education and charity sectors, including the CASE Platinum Award for Fundraising.

We continue to set ourselves high standards and expectations in terms of supporting our partners, mapping out ambitious fundraising campaigns and appeals where we want to achieve ground-breaking milestones in areas such as children and young people’s mental health; sickle cell disease; cardiology; cancer; global women’s leadership; engineering; international relations and support for students who will go out and make a difference in the world. We are a strongly values-driven team, maximising the benefits of working across organisations and united in our ambition to support out partners in making a real and positive difference to the world we live in www.kcl.ac.uk/fundraising

Core values

Our Core Values are a key part of the culture in our office and are integral to the success of our staff members and the department. We are committed to our values and that’s why the successful candidate will be invited to take part in a Core Values-based interview before being offered the role.



Staff benefits

Pension

You will have the option of joining either Universities Superannuation Scheme (USS) or Superannuation Arrangements of the University of London (SAUL). King's has also introduced a scheme called PensionsPlus, which is a cost effective way to pay into your existing pension scheme, and increases your take home pay.

Annual leave

27 working days per year (from January-December), plus bank holidays and customary closure days. Staff receive 4x additional customary closure days in December between Christmas and New Year.

Service time

Staff are entitled to spend up to 3 days per year doing voluntary work for an external cause, such as a charitable organisation, or within your community.

King's Sports

There is a range of facilities available to staff, including:

- three outdoor sports grounds a short distance from the main campuses
- the King's Health and Fitness Centre with high quality gym equipment and fitness classes with qualified instructors
- the Thomas Guy Club which operates two fitness centres and an indoor swimming pool.

Employee Assistance Programme

This provides independent, free, confidential advice and guidance on a range of practical issues for staff on both home and work concerns, such as family matters, debt management, relationships, well-being, personal development, and life events.

Cycle to Work Scheme

This scheme allows staff to make substantial savings on the cost of a bicycle, safety equipment and accessories.

Interest free ticket loan

Each staff member has the opportunity to obtain an interest free loan to pay for their annual travel ticket.

Family-friendly policies

We offer a range of generous packages for leave including maternity, paternity, parental leave and shared parental leave.

Staff discounts

As a King's member of staff, as well as working with the NHS, you are entitled to a variety of discounts.

And much more!

King's College London offers a wide range of staff benefits. To see the full comprehensive list, please visit: [kcl.ac.uk/hr/staffbenefits](https://www.kcl.ac.uk/hr/staffbenefits)

How to Apply

Please apply via our website:

[https://www.supportgstt.org.uk/
work-for-us](https://www.supportgstt.org.uk/work-for-us)

