

Vacancy: Community Fundraising Lead x2

Title	Community Fundraising Lead
Salary	Grade 5 £35,502 – £40,333 (inclusive of LWA)
Contract/Hours	Permanent, Full-time (35 hours per week)
Location	Flexible hybrid working, based on a min of 40% onsite working per month. Fundraising office based in the Strand Campus at King's College London, but hot desking is available across the university, hospitals and charity HQ.
Responsible to	Community Fundraising Manager
Responsible for	N/A

Role overview

Are you passionate about health fundraising and want to develop your fundraising skills, across three distinct charities, serving one of the biggest NHS trusts in the UK? We are looking to appoint two fundraising leads for our Community Fundraising team.

As part of a multi-faceted and rapidly growing team, these individuals will take a significant role in strategically planning and delivering fundraising activities and stewardship for the community fundraising audiences for our charities: Guy's and St Thomas' Charity (GSTC), Evelina London Children's Charity (ELCC) and Guy's Cancer Charity (GCC). These three charity brands support the work of Guy's and St Thomas', one of the UK's busiest and largest NHS Foundation Trusts.

We are at the beginning of an ambitious, four-year strategy where we plan to deliver significant growth. In order to realise our ambitions, we will require our teams to be rigorous in their use of data and insight, delivering all activities with a test and learn and continuous improvement approach.

Working closely with the Community Fundraising Manager, and each other, these roles will develop and grow income from community fundraising audiences including *Do You Own Fundraising* and *Community Corporate*. The portfolio will be shared across the two roles, and we will require a fluid approach to support the needs of the team as we grow. Therefore, you can expect development opportunities across both of these areas, innovation and events as well as the benefits of being in a Russell Group university setting offering an array of personal development opportunities.

Do Your Own Fundraising audiences (DYOF)

This stream of work will be implementing the new insight led, automated journeys for our mass audiences, with a robust insight based and continuous improvement approach. It will also be responsible for developing and delivering sector leading stewardship to our high value supporters, many of whom are patients and patient families, raising £3,000 - £5,000 and over. Taking into account learning and insight from our mass journeys this role will lead on developing new bespoke journeys for other audiences such as our in-memory fundraisers. It will ensure that the supporter is at the heart of all decisions and team direction. You will be working with our comms, digital and supporter care teams to tell the most inspiring of community stories and consider all fundraising pipelines in our activity. This role will be responsible for the growth of DYOF income from approximately £450,000 to £750,000 over the next 4 years.

Community Corporate audiences

We anticipate seeing significant growth from the community audience, from £200,000 to £750,000 over the next 4 years. This role will be responsible for driving the new business strategy and delivering and feeding into the business plans to secure new, long and short term local and regional partnerships for our charities. Working with partnerships up to £20k initially, with higher income partnerships sitting with our corporate team colleagues in the philanthropy team. Working closely with the Community Fundraising Manager, the corporate team and the Community Corporate Development Coordinator to agree priorities, you will lead our corporate work in prospecting, approaching, proposing and securing a diverse range of new partnerships as well as sharing account management. This role will also ensure that there are robust processes in place and lead on ensuring we are able to deliver sector leading account management and opportunities for our partners.

Other activities

Outside of income generation focused activities and in line with the wider GSTC Fundraising teams objectives and strategy both positions will play an active role in embedding a culture of fundraising within Guy's and St Thomas NHS Trust. This work is a significant strategic pillar, essential for driving growth and impact for our charities. These roles will also be responsible for the development and management of our volunteer programme, Fundraising Ambassadors, pending the current review of this work.

In line with the ambitious growth plans, we expect the team to grow in size over the next few years. This may mean that these roles could have line management duties.

About you

We are seeking a highly motivated and self-driven individual who thrives in a fast-paced work environment. As a key member of our team, you will have the opportunity to work independently, using your own initiative to solve problems and drive projects forward. Your ability to manage deadlines and effectively balance a varied and ever-changing workload whilst maintaining excellent attention to detail will be crucial to your success in this role.

You will have first class relationship-building and influencing skills and will thrive in working with senior level individuals externally and internally in a complex organisation. You will be a strong collaborator, with the ability to innovate and work creatively, valuing the contributions and ideas of others, while actively seeking opportunities to share your own expertise and insights. You will be

able to bring our colleagues in marketing, comms, digital, supporter care, funding and those at the Trust along on our journey of growth, with our community audiences at the heart of your decisions. You are eager to be part of a high-performing team and are committed to fostering a positive and productive work culture.

Key responsibilities

Leadership and management

- To lead on the project management of growing income from community fundraising audiences e.g. Do Your Own Fundraising, Community Corporate.
- To work with the Community Fundraising Manager, and based on audience insight and analysis, lead on researching and developing trust and charity networks to acquire new supporters in the communities served by the Trust (dependant on the role this may include individuals, schools, community groups and local businesses).
- In collaboration with the Supporter Experience team, lead on and deliver stewardship excellence and supporter journeys that are supporter centric, creative and mindful of ROI as well as developing and delivering a continuous improvement approach to the ongoing management of these journeys.
- Contribute to annual business plans and support on the delivery of the four-year strategy.
- Work with the Community Fundraising Manager and team to develop and ensure project milestones and KPIs are met. Delivering monthly updates on progress and amend, pivot or innovate where necessary.
- Plan for and best use budgets allocated to maximise income generation.
- Line management of fundraising co-ordinators, supporting them to achieve their objectives and creating a high performing team. *(This is a possible requirement of the role but this is not how the team are currently structured)*
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Stewardship and account management

- Manage relationships with mid and high value corporate partnerships and fundraisers, including patients, patient families and in memory fundraisers, providing first class stewardship to maximise engagement and loyalty.
- Working with the Senior Supporter Journey Manager, and colleagues, to keep abreast of sector news and developments, analyse sector trends and ensure constant monitoring and development of our insight led supporter journeys and stewardship for community audiences.
- To keep up to date with guidance and best practice from the Fundraising Regulator and Chartered Institute of Fundraising

Data, insight and marketing

- To work collaboratively with our Marketing, Communications, Digital and Supporter Care teams to activate and amplify our new brand personalities through inspiring impact led communications and storytelling.
- Have an insight led approach to our activities, regularly analysing data and gathering supporter feedback.
- To ensure data processing is accurate, timely and up to date.

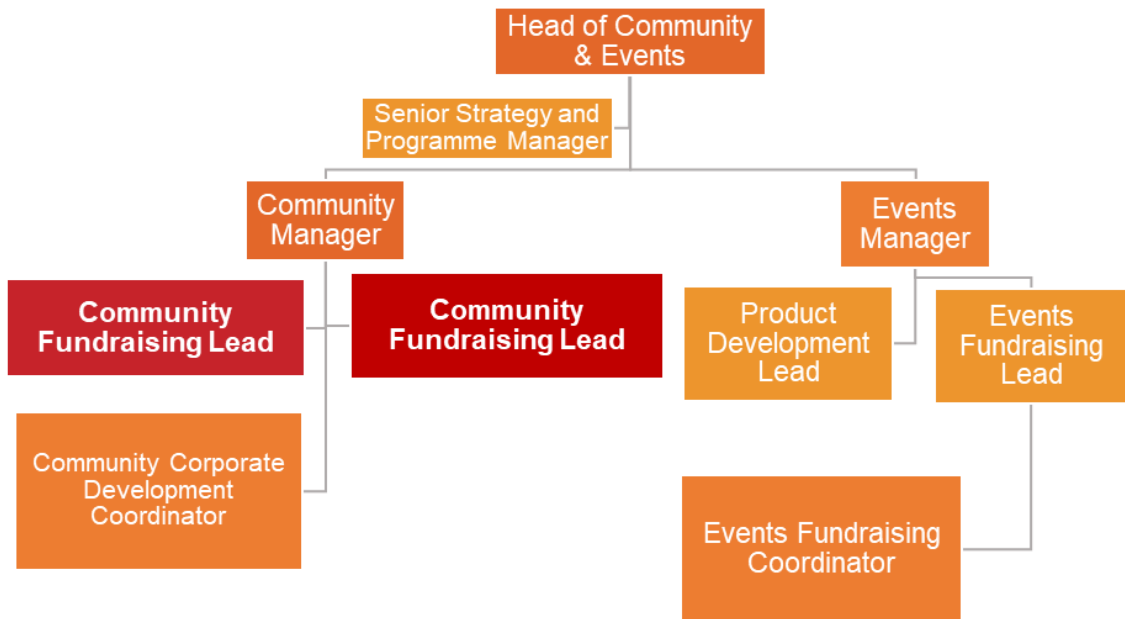
Collaboration, team support and self-development

- To work collaboratively with and contribute to the wider fundraising team, charity and hospital colleagues, to cross promote fundraising activities where applicable and take a proactive approach to working in a high performing & collaborative team.
- Deliver training where applicable for our volunteer programmes and colleagues.
- To attend a range of engagements and events, including working out of office hours where necessary. (Team members are able to claim back time through our Time Off In Lieu policy)
- To contribute to the department culture and activities and demonstrate our departmental core values as well as attending mandatory departmental and developmental training.
- To undertake other duties as directed by the Community Fundraising Manager or Head of Community and Events as required.

Working environment

- This post is based in the freshly refurbished office on KCLs Stand campus, however we also have the opportunity to work at our Charity offices located in Borough and on site at the hospitals, from time to time as well as the flexibility to work part time from home.

Organisational chart



Person specification

All criteria are essential unless marked otherwise.

What we're looking for	
Knowledge and experience:	<ul style="list-style-type: none"> • Experience of increasing income through successful community, events, corporate or volunteer fundraising programmes or equivalent transferable experience from another sector • Experience of successful project management including planning and delivering projects within budgets and on time to meet departmental, team and personal objectives and KPIs • A proven track record of delivering an excellent customer/supporter stewardship experience • Demonstrable experience in using data insight and analysis to inform decision making • Experience in developing and delivering creative marketing plans • Excellent IT skills including using Excel, Word, Outlook and Power Point as well as experience of administering and maintaining dedicated supporter CMS databases • Understanding of NHS and/or Charities and charity sector (desirable) • Knowledge of a Fundraising Database (Raiser's Edge, Dynamics) and knowledge of fundraising regulations e.g. GDPR (desirable)
Skills and abilities:	<ul style="list-style-type: none"> • Excellent interpersonal and negotiation skills with the ability to motivate and influence people • Excellent written verbal and communication skills with the ability to communicate detailed information to a diverse audience • Ability to build personal, meaningful relationships with colleagues, customers, supporters and donors • Proven understanding of how best to use data insight and analysis to make decisions and inform actionable plans. • Ability to adapt quickly and be solutions focussed. • Ability to prioritise and manage a demanding workload and work on several priorities at once; ability and willingness to adapt to changing workloads and priorities

Who are we?

We are the fundraising team for the three charities supporting Guy's and St Thomas' NHS Foundation Trust:

- Guy's & St Thomas' Charity
- Evelina London Children's Charity
- Guy's Cancer Charity

How do we work alongside the Trust?

We form part of a unique fundraising partnership made up of three partners: Guy's and St Thomas' NHS Foundation Trust, Guy's & St Thomas' Foundation (which includes our family of charities) and King's College London. This model is the first of its kind in the UK and brings together excellence in clinical care with world-leading research to catalyse and maximise our impact for our beneficiaries. Our fundraising team sits within King's College London's Fundraising & Supporter Development department, which has raised over £100 million in the last five years. This funding has enabled us to ask critical questions that have helped answer some of the most pressing local, national and global problems. The pandemic has produced a groundswell of support for the NHS and highlighted the importance of the work of NHS charities, providing us with exciting new opportunities to advance research and improve patient care.

How do we support the hospitals and community sites?

The income we raise for our charities helps to support a world-class environment for patients and staff at our hospitals and community sites, providing the extras that the NHS can't, and funding world-leading research, innovative new approaches and groundbreaking care.

What is our vision?

Our partnership has a shared ambition to deliver pioneering health research, support national healthcare agendas, and provide exceptional care and support for all patients and staff at the Trust.

How to apply

Process for application

If you are interested in applying, please send your CV to Dawn.ballard@charitypeople.co.uk who will be in touch to discuss further. To speak to the Community Fundraising Manager directly about this role please contact Rebecca on: rebecca.kemp@kcl.ac.uk

Key dates

[Closing date for applications: 30 June](#)

[First stage interviews: w/c 3 July](#)

[Second stage interviews: TBC](#)

Core value interview: w/c 10 July