



Moorfields  
Eye Charity



Job information pack

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# Fundraising officer (maternity leave cover)

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Registered Charity No 1140679



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



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# Welcome

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Thank you for your interest in the work of Moorfields Eye Charity. We believe that people's sight matters and wish to strengthen our committed and passionate staff team by appointing a fundraising officer (maternity leave cover) to join our fundraising and engagement team.

We are the main fundraising and grant-making charity for Moorfields Eye Hospital NHS Foundation Trust (Moorfields) and its academic partner UCL (in particular the UCL Institute of Ophthalmology) two world-leading institutions. We invest in life changing eye health by funding innovative research, equipment, patient care and training – benefitting patients in the UK and around the world.

We have ambitious plans. We are putting into action a new five year business plan that will see us grow to expand from our current commitment to raise and fund around £6m annually to become a £10m a year charity. We're delighted to be growing our team to help us achieve this ambitious goal.

We have a phenomenal once-in-a-century opportunity to create Oriel, a new home for eye care, research and education, bringing together Moorfields and the UCL Institute of Ophthalmology. This new centre is expected to open in 2026-27 and will be located near St Pancras in London. Philanthropy will play a critical role in the delivery of Oriel and we're leading a fundraising campaign, in partnership with UCL, to raise £100m to support this.

We both joined Moorfields Eye Charity because we are passionate about eye health and wanted to support the pioneering work of the world-leading partnership between Moorfields and UCL. The years ahead will be a time of exciting transformation for our charity as we play a pivotal role in creating Oriel, embed a culture of philanthropy across the Moorfields family, increase our fundraising and grant-making, deliver our ambitious strategy and make a difference to people living with sight loss.

We hope you are as excited as we are by the opportunity to play a key role in that journey and thank you for your interest in joining our team.

**We look forward to hearing from you.**



Robert Dufton  
Chief executive

A handwritten signature in white ink that reads "Robert Dufton".



Rachel Jones  
Director of development

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# Key information

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## Hours:

Full-time (37.5 hours per week)

## Contract type:

Fixed term contract (maternity leave cover)  
– 14 months

## Salary:

£26,529 to £31,211

## Annual leave entitlement:

27 days plus bank holidays, increasing after  
5 years and 10 years service

## Reports to:

Head of fundraising and engagement

## Direct reports:

This role is also supported by a fundraising  
assistant

## Probation period:

2 months

## Notice period:

2 months

## Place of work:

City Road EC1, with flexibility to work part of the  
week from home (agreed for each post  
individually, depending on the nature of the role)



# About the role

Impact report, 2022

Our community and event fundraising programme is at a pivotal stage in its development. As we embark on a huge period of growth, it's imperative that this programme delivers us as many tangible opportunities to engage with our existing fundraisers and inspire them to continue to support us, in a variety of ways, as well as attract new supporters that will help us grow and strengthen this area of fundraising.

We have recently completed our first qualitative market research project to understand more about our supporters and what and how they are motivated to fundraise for us. This piece of work has led us to do some in house quantitative testing of messages and fundraising products which will feed into our new community fundraising strategy.

As well as delivering our flagship fundraising event, Eye to Eye, the maternity cover for our fundraising officer role, will have the opportunity to begin shaping and implementing the outcomes from our market research. This really is a fantastic opportunity to combine excellent stewardship, event planning and strategic experience through strengthening our community fundraising programme.

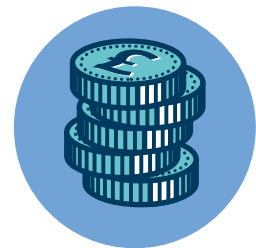
Working with the head of fundraising and engagement, the fundraising officer will lead on all aspects of planning and delivering Eye to Eye and testing out new fundraising products. You will develop, deliver and grow a pro-active community fundraising programme, looking at all opportunities to promote us across the Moorfields network, UCL Institute of Ophthalmology and wider community. In addition you will support the head of fundraising and engagement with the development of a celebrity strategy working across all teams within the charity.



**£8.1m income raised**



**Over £94,000 raised at our annual fundraising walks, Eye to Eye**



**£6.2m in new awards committed**



# Role description

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## Development and delivery of bespoke events

- › Lead the charity's bespoke fundraising event – Eye to Eye and My Eye to Eye, to retain and support existing participants reach their fundraising target, and attract and recruit new participants to strengthen and grow the event.
- › Work closely, and manage relationships with event partners to deliver successful bespoke event safely and against all KPIs (both activity and financial) with a focus on recruitment and retention of participants.
- › Test and develop new bespoke fundraising products as identified by the charity's qualitative and quantitative market research analysis.

## Development and delivery of the community fundraising programme

- › Develop and implement the charity's community fundraising strategy to ensure that we start to build on all aspects of it to help strengthen fundraising and engagement across all areas of it.
- › Proactively recruit community fundraisers (grateful patients, staff, supporters who choose their own fundraising activity to raise money for the charity) through strong social media and in-hospital promotions across all Moorfields sites and UCL Institute of Ophthalmology.
- › Ensure that all community fundraisers adhere to the charity's supporter fundraising policy.
- › Deliver appropriate levels of stewardship for community fundraising activities so we provide exemplary stewardship including, but not limited to, providing guidance on fundraising, collecting sponsorship and promoting the fundraising effort.
- › Build on our growing relationship with local Starbucks stores to develop further fundraising opportunities with them, and gift in kind refreshments for events such as Eye to Eye.

## Monitor and evaluate the success of the community fundraising programme and bespoke events

- › Monitor and evaluate the performance of the community fundraising programme against agreed set of KPIs and report on the charity's CRM.
- › With head of fundraising and development, set the annual budget and monitor activity against agreed budget, timetable, metrics and measures of success reporting trends and making recommendations for the future.
- › Analyse, review and evaluate activity to adapt the programme as appropriate with an overarching focus on increasing and retaining our supporter base.
- › Work closely with the finance and resources team to ensure that data associated with community fundraising is appropriately managed, imported and exported to the charity's CRM and as required, prepare reports drawn from the CRM.
- › Work in accordance with data protection policies, adhering to best GDPR in all activities.

## Promotion of the community fundraising programme and bespoke events

- › Create an integrated digital and print marketing campaign to support the promotion of our bespoke events including Eye to Eye/My Eye to Eye and stewardship of participants to ensure that minimum fundraising targets are met.
- › Prepare copy in-house for written and social media activities for promoting the charity's community fundraising programme.
- › Proactively look for external opportunities to promote our charity engagement volunteer programme eg: at higher education institutes or volunteer fairs.
- › Proactively raise and embed the profile of community fundraising across partner organisations (notably Moorfields Eye Hospital, Moorfields Private and the UCL Institute of Ophthalmology).

## Other duties

- › Any other duties as may be requested from time to time by your line manager.
- › Ensure that all activities are compliant with law, best practice and the charity's policies and procedures.
- › Occasional evening and weekend work as required.
- › As a member of the charity team to conduct your work and self to a high standard of professionalism and timeliness, being responsible and polite with all stakeholders. To be collaborative with, and considerate and supportive of colleagues as we work together to meet the common goal of delivering the charity's strategy to maximum impact.

**A role description is a reflection of the current position and may change emphasis or detail in light of subsequent developments as the charity is a fast-paced environment. Duties may change from time to time, in consultation with the post holder.**

# The person

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Every role at Moorfields Eye Charity helps ensure our success and there are certain skills necessary to support this.

We're looking for someone who has the following experience or demonstrable transferable skills:

## Education, qualifications

› insert text

## Knowledge

- › Experience of working in a charity or marketing/membership organisation.
- › Experience of delivering successful fundraising events.
- › Experience of delivering excellent levels of customer care.
- › Experience of working on and delivering a varied community fundraising programme.
- › Working to deadlines and prioritising work.
- › Proven ability to write engaging copy for different audiences across varied communication channels.

## Skills

- › Excellent written and oral communication skills.
- › Excellent attention to detail and accuracy.
- › Ability to work independently, quickly and effectively under pressure.
- › Excellent IT skills including Microsoft word and Excel.

## Personal qualities

- › Ability to build working relationships at all levels.
- › Self-motivated, pro-active and solutions focused, with ability to work on own initiative and to provide recommendations.
- › Personable with excellent manner and ability to engage stakeholders.
- › Trustworthy, reliable and demonstrable discretion.
- › Keen to be part of a busy, friendly team often under pressure.
- › Flexible approach to working hours to meet the needs of the role.

## **The following criteria would be desirable.**

- › An interest in raising funds and supporting the health sector.
- › Use of a CRM system for both maintenance and interrogation purposes.
- › Understanding of the charity sector and its regulation.

## **Professional development**

**We're committed to your continuing learning and development. All of our team have personal learning and development plans in place that are reviewed, discussed and developed on a regular basis throughout the year. As a charity, we ensure that the time, resources and assistance are set aside to support you and maximise your potential and growth.**



# How to apply

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**Find out more and details of how to apply [here](#).**

Your application should include your CV and a supporting statement (of no more than 2 pages) which addresses the following points:

- › how your experience applies to the role
- › why this role specifically appeals to you
- › why you want to be part of the team at Moorfields Eye Charity

If you think you could do the role, but don't have all the desirable experience, we would still welcome an application from you.

If you would like to discuss this opportunity further or have any questions about the role, please contact Dawn Ballard at [dawn.ballard@charitypeople.co.uk](mailto:dawn.ballard@charitypeople.co.uk)

Following interviews, the final shortlisted candidate(s) will normally have the opportunity to meet members of the team or wider organisation.

