



Moorfields  
Eye Charity



Job information pack

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# Fundraising assistant

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Moorfields Eye Charity, 162 City Road London EC1V 2PD

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Registered Charity No 1140679



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



[@eyecharity](https://twitter.com/eyecharity)



[moorfields\\_eye\\_charity](https://www.instagram.com/moorfields_eye_charity)

# 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 assistant 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

A handwritten signature in white ink that reads "Jones".

# Key information

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## Hours:

Part-time (22.5 hours per week)

## Contract type:

Permanent

## Salary:

£23,405 to £27,535 (pro-rata)

## Annual leave entitlement:

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

## Reports to:

Supporter relations officer

## Probation period:

3 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

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Impact report, 2022

The fundraising assistant will work closely with the charity's supporter relations officer and fundraising officer to support delivery of the charity's support relations, volunteer and fundraising and events programmes.

You will be responsible, with the charity's other fundraising assistants for supporting the delivery of the charity's aligned supporter relations programme across the breadth of its mass fundraising and engagement programme. This will include welcoming and stewarding new contacts, thanking fundraisers and donors, engaging with event participants in line with established processes, time frames and channels.

Additionally, you will be responsible for supporting the delivery, development and growth of the charity's volunteer and events programme, including, but not limited to, supporting volunteers, bespoke events and community fundraisers.

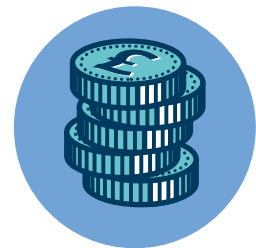
This role will suit someone looking to develop a career in fundraising and supporter relations, with opportunities to work across a varied and exciting portfolio.



**£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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## Supporter relations programme

- › Support the delivery of the charity's supporter engagement and stewardship for our mass fundraising supporters and donors.
- › Write, and occasionally edit, copy in support of this across a range of communication channels including letters, reports, website new stories, social media content and marketing publications and materials.
- › First point of contact for phone enquiries and responsible for managing the charity's email account.
- › Responsible for opening the post with members of the finance and resources team.
- › Actively and timely maintenance of records on the charity's CRM database to include updating contact details, recording communications, building and running reports.
- › Ensure that all materials promoting the charity are kept fully stocked and up-to-date around Moorfields at City Road and its network sites and at the UCL Institute of Ophthalmology.
- › Assist in representing the charity when promotional opportunities arise such as at the hospital's AGM, clinical governance days or at network sites.

## Fundraising and events programme

- › Support the fundraising officer in providing support for fundraisers and event participants including bespoke events and community fundraisers.
- › Monitor fundraising activity against agreed budget, timetable, metrics and measures of success reporting trends and making recommendations for the future.
- › Prepare copy in-house for fundraising and events activities.
- › Ensure that data associated with the fundraising and events programme is appropriately imported and exported to the charity's CRM and as required, prepare reports drawn from the CRM.

## Charity engagement volunteer programme

- › Check the website for volunteer enquiry submissions and process them onto the CRM for the volunteer officer to manage.
- › Support the volunteer officer with onboarding process for new volunteers including ensuring that we are giving the appropriate information to the hospital's HR team to process the applications.
- › Assist the volunteer officer with the delivery of induction process for new volunteers.
- › Assist the volunteer officer in looking after volunteers during their shifts.
- › Ensure that all volunteer shifts are correctly input onto the monthly charity hub rota.



## 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:

## Knowledge

- › Understanding or experience of working in a charity or marketing/membership organisation.
- › Experience of delivering excellent levels of customer care.
- › 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, Excel.
- › Use of a CRM system for both maintenance and interrogation purposes.

## 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.
- › Understanding of the charity sector and its regulation.
- › Educated to 'A' level or equivalent.

## **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)

Final shortlisted candidate(s) will normally have the opportunity to meet members of the team or wider organisation.

