



**NHS
CHARITIES
TOGETHER**

Fundraising Executive (Regular Giving)

Recruitment Pack

NHS Charities Together

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NHS Charities Together is the trading name of the Association of NHS Charities
Charity number: 1186569 (England & Wales) and SC050716 (Scotland) Company number: 12325259.

Message from the CEO of NHS Charities Together

Dear Applicant,

Thank you so much for your interest in working at NHS Charities Together as a Fundraising Executive. This is an exciting time to join our team. Thanks to phenomenal public support, our national Covid-19 Appeal has raised more than £150million to help NHS staff, volunteers, and patients through the immediate and long-term effects of coronavirus.

Our charity is on an incredible journey. After a transformational two years, we have recently developed an exciting new brand proposition and identity, to better reflect the organisation we have become and our strategic vision.

The recruitment of this post is part of a commitment to raise awareness of our new brand and the important role of NHS charities, as well as engaging our key supporters.

We are very proud of what we achieve. We are a small, but growing staff team and as a Fundraising Executive you will have a key role to play as we work hard to grow our engagement, support our members, and raise the profile of NHS charities.

If you are passionate about the helping the NHS tackle today's challenges and tomorrow's opportunities and believe that through supporting NHS charities, we can significantly increase the vital support given to our hospitals, community, mental health, and ambulance services, we would love to hear from you.

Best wishes



Ellie Orton OBE

CEO, NHS Charities Together

NHS CHARITIES TOGETHER

Background

NHS Charities

There are over 230 NHS charities across the UK and most of them focus on helping our hospitals do more. Collectively these charities give over £1million every day to the NHS so that people can stay well for longer and get better faster. In recent years NHS charities have funded major capital projects, pioneering research, and medical equipment at our hospitals, helping patients access the best possible care when they need it most.

There is so much love for the NHS and this was evident following the launch our Covid-19 Appeal in March 2020, to support staff, volunteers, and patients through the immediate and long-term effects of the coronavirus pandemic.

To date, we have allocated £140 million in a range of projects supporting the NHS. These include counselling services, helplines, and intensive psychological support for staff; patient focused initiatives like training for emergency responders, research into long COVID, and specialist equipment; and projects designed to make access to healthcare more equal – so the best of NHS care is available to everyone, now and in the future.

NHS charities are devoted to our nation's hospitals, community and ambulance services, funding ground-breaking research and vital medical equipment, while developing new treatments and enhanced care to support patients.



NHS charities also play a key role in mobilising volunteers to support NHS staff, brightening wards and waiting areas with colourful and engaging art and building an important link between our hospitals and our communities. Other NHS charities support mental health trusts, community health trusts and ambulance trusts.

These vital funds and services are above and beyond what the NHS alone can provide, touching lives and making a huge difference to millions of people when they are at their most vulnerable.

To read real life stories of the difference NHS charities make, visit the [NHS Charities Together website](#).

The Association of NHS Charities & NHS Charities Together

Founded in 2000, the Association of NHS Charities started as an informal group of the largest NHS Charities which came together to provide mutual support and a forum for discussion. Since then, we have changed our name to NHS Charities Together (to better reflect what we do and who we support) and grown steadily, welcoming charities both large and small from across England and Wales, as well as Scotland and Northern Ireland. Today NHS Charities Together represents 100% of the NHS charity sector in the UK as members.

NHS Charities Together provides a forum for nationwide fundraising and advocacy campaigns, provides advice and guidance to its members, bespoke conferences and training days covering issues and development opportunities for NHS Charities, as well as access to online resources and support through exclusive member pages on the website.

Anupurba's Rehab

Thanks to an NHS charity, young children like Anupurba who wear prosthesis can benefit from a specially designed therapeutic playground to help their rehabilitation through play



Vision, Mission and values

Our vision is: Helping the NHS tackle today's challenges and tomorrow's opportunities

Our Mission is: With our NHS charity members, we are here for the people of the NHS: staff, patients and their families, as a catalyst and convenor of ideas, programmes and partnership that help the NHS recover from the impact of Covid-19, reducing health inequalities and helping to save lives

Our philosophy is to:

- Actively listen - we seek first to understand before we are understood
- Collaborate - together we are more than the sum of our parts
- Every life counts - we champion diversity, equity and inclusion in all that we do

Strategic Objectives:

1. To champion, influence and invest in NHS strategies that improve the health and wellness of NHS people: staff and volunteers, and reduce health inequalities in the workforce
2. To empower the NHS charity sector to be high performing, effective and impactful
3. To be a catalyst and convenor of partnerships between the NHS, NHS charities and the wider voluntary health sector to advance great ideas that prevent ill health and improve of long-term health conditions

4. To promote understanding of and increase charitable giving in the NHS and demonstrate the difference this makes
5. To be a financially sustainable, responsive, and well governed organisation that values and develops our staff, actively practicing the principles of equity, diversity, and inclusion

Our Future

This is an exciting time to join NHS Charities Together. The heartfelt support from the public for the NHS over the last two years has resulted in a significant increase in our external brand awareness, in addition to our focus on member charities. Our new brand proposition and identity aims to harness that support and drive continued engagement and support for NHS Charities. There are huge opportunities for us to demonstrate the vital work of NHS charities at the national level, and to engage our key stakeholders, through our communications channels and upcoming campaigns and events like our annual NHS Big Tea.

JOB DESCRIPTION

Job Title: Fundraising Executive
Reporting to: Regular Giving Manager
Hours: Full Time (35 hours per week)

Key Relationships: Supporter Engagement Team, Marketing and Communications team, Donor Systems Manager, wider staff team, Member Charities, supporters, external agencies, digital related partners and other third-party suppliers.

Location: NHS Charities Together offers and encourages flexible working. At times you will be required to work from the Warwick office, which is the official place of work, as well as travel to other locations, primarily for the purposes of NHSCT's events and supporting the members, supporters and key stakeholders. The Warwick office spans across multiple floors, including ground floor and with a lift to other floors. Parking is available, alongside designated disabled parking spaces.

Rewards and benefits package

- **Salary:** £27K - £31K
- **Designated weekly wellbeing timeout:** We are committed to promoting health and wellbeing at work. Every Friday morning all staff have two hours of 'Wellbeing Time Out' between 9am – 11am. We encourage every employee to step away from work and engage in a hobby or activity that makes you feel good.
- **Free access to Health Service Discounts** (employee benefit provider) and **Reward Hub**
- **Pension:** 10% employer contribution
- **Annual leave:** 28 days + bank holidays

OVERALL PURPOSE

To work with the Regular Giving Manager to develop and deliver the Regular Giving programme, across a mix of donor acquisition channels and retention strategies to ensure long term sustainable income and to maximise donor lifetime value.

This is a new role within the Supporter Engagement Team, and you will play an essential part in our plans to grow NHS Charities Together – through regular giving and increasing funding to our NHS Members. You will help increase the awareness of giving regularly to the NHS charity sector and will work with members to enhance and complement their activity.

You will work with the Regular Giving Manager and wider team recruiting and retaining the support of regular givers – beginning with our new lottery giving product launching summer 2022.

You will have at least 12 months direct marketing experience, ideally working within the charity sector (though not essential), and a track record of efficiency, innovative thinking and helping take our charity to the next level. You will have strong analytical and planning skills and be a confident communicator. Importantly, you'll have a passion for the charity, problem solving and are eager to raise funds to help our NHS go further.

OVERALL OBJECTIVES

- Assist the Regular Giving Manager in delivering the regular giving programme across a range of products and channels to maximise long term loyalty and financial value to NHS CT.
- Ensure robust and effective processes are in place to help increase and sustain the number of supporters through the effective operational management and implementation of the Regular Giving programme.

KEY RESPONSIBILITIES

The main duties and responsibilities of the role holder are as outlined below:

- Support the Regular Giving Manager in developing and delivering projects and campaigns for regular giving which reflect our ambitious growth plans
- Contribute to income generation with effective marketing and supporter acquisition campaigns
- Develop and test new propositions, channels, or products, with guidance from the Regular Giving Manager
- Co-ordinate key elements of the regular giving supporter journey
- Manage the day-to-day responsibilities for products and programmes
- Work with the Regular Giving Manager to launch, implement and drive growth of the lottery programme
- Work with the Regular Giving Manager to deliver a new regular giving proposition for Face to Face (Private Site) and existing supporters
- Work with the Regular Giving Manager to develop and deliver stewardship programme for regular givers based on good practice and insights
- Always looking for innovative and agile approaches to working, adopting lean processes
- Manage relationships with third-party agencies to effectively deliver projects and programmes
- Adhere to the high standards of compliance and quality controls to protect brand reputation
- Contribute to the wider fundraising team, taking a proactive approach to working in a high-performing and collaborative environment.
- Work collaboratively across the organisation to ensure programmes are integrated with excellent internal communications between teams
- Support NHS charity members with advice and guidance on regular giving as and when required

Other Duties

- Visibly live NHS Charities Together's values, including our commitment to diversity and inclusion
- Carrying out the duties of post in accordance with NHS Charities Together's policies and procedures on Health and Safety and take responsibility for ensuring personal health and safety
- Working flexibly, prioritising workload and working effectively as part of a team
- Adhere to relevant legislation, best practice, policies and processes including, but not limited to charity law, the fundraising regulator, GDPR and professional codes and standards

This is not meant to be an exhaustive list of duties. The need for flexibility is required. We are currently a small team, and the post holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

Competencies

<p>Teamwork – ‘One charity’, working within and across teams</p>	<p>Work with key teams, including Data and Communications, to support and deliver an exceptional regular giving programme</p>
<p>Building trust and respect – listen, feedback and learn</p>	<p>Help to provide reports and information to aid monitoring and development of fundraising activity</p>
<p>Responsibility – owning your part in our success</p>	<p>Excellent attention to detail – ensuring that information presented is accurate and clearly communicated both written and verbal</p> <p>Maintains and executes a clear record of current and prospective supporters</p> <p>All staff have a responsibility to handle charity sensitive data with care in line with GDPR</p>
<p>Professionalism – creating an environment to achieve success</p>	<p>Excellent time management with an ability to plan and organise a large workload to meet both internal and external deadlines</p> <p>Maintains virtual and face to face (within Covid restrictions) presence across NHSCCT and with key supporters and third-party agencies</p>
<p>Stakeholder focus – understanding the needs of our key stakeholders and audiences</p>	<p>Able to focus on the needs of member NHS charities, wider stakeholders and supporters, our donors and NHS staff, volunteers and patients</p>
<p>Acumen – Sound decision-making</p>	<p>Works with external agencies to deliver robust and innovative regular giving fundraising activity</p> <p>Ensures knowledge of fundraising landscape is kept up to date and seeks specialist advice with confidence</p> <p>Ensures knowledge of NHS and NHS Charity members activities relating to or impacting upon NHS Charities Together’s fundraising plans</p>

PERSON SPECIFICATION

Knowledge, Skills and Experience

	Essential	Desirable
At least 12 months direct marketing experience	✓	
Experience and knowledge of direct and digital marketing techniques to deliver growth	✓	
Experience in developing supporter journeys	✓	
Excellent written and verbal communication and campaign delivery management skills to drive effective engagement with internal and external stakeholders and agencies	✓	
Experience in an individual giving fundraising role		✓
Experience of regular giving, lottery acquisition and/or Face to Face (Private Site)		✓
Experience in developing and testing new propositions, channels or products		✓
An understanding of trends and developments in the regular giving space		✓
Knowledge of fundraising regulation and standards		✓
An understanding of GDPR and PECR regulation	✓	
Excellent time management skills and an ability to consistently meet deadlines	✓	
Project management experience		✓
Able to analyse data, identify trends, report on activities, and use results/data to help inform decisions		✓
Experience using email software e.g., Mail Chimp		✓
Proficient in using Microsoft Office, Excel, Outlook	✓	
Successful at building internal and external relationships	✓	
A team player who is also a self-starter and happy to work independently to develop and deliver objectives	✓	
Understanding of the challenges the NHS and charity sector in general are facing, and topical issues related to health care		✓
Understanding of how supporter data drives performance and supporter experience	✓	
5 x GCSEs at Level 2/C or above (including English & Maths)		✓

Equality and Diversity

NHS Charities Together is committed to inclusivity and representing the diversity of the communities we serve. We therefore welcome applications from all backgrounds and all sections of the community. Applicants will be treated fairly throughout the recruitment process, and we will ensure there is no unfair discrimination on the basis of race, ethnic origin, disability, gender, religion or belief, age, sexual orientation or any other relevant characteristic.

How to Apply

Please apply by submitting your CV and a covering letter outlining how you meet the job description and person specification.

The closing date for applications is **10am Monday 13th June**. Interviews will be conducted via Teams:

- 1st interview: **Monday 20th & Tuesday 21st June**
- 2nd interview: **Friday 24th June**

If you require reasonable adjustments, please let us know at the relevant stage.

If you have any queries or would like more information regarding this document, please email Kimberley: kim@anhsc.org.uk.

If you are unavailable for the above interview days, please state your nearest possible availability in your covering letter.

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.nhscharitiestogether.co.uk/privacypolicy>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation.

Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.