

Ark Cancer Charity

The Ark Cancer Charity

In 2023 the Ark Cancer Charity was awarded the Health & Wellbeing Charity of the Year by the Greenham Trust.

The charity provides services previously unavailable at HHFT, including wellbeing services in uplifting environments marking a significant achievement in cancer care locally, with an aim to capture a higher percentage of individuals including men and reticent patients that traditionally miss out on supportive care. To date this wellbeing service has directly supported over 1,600 people.

Our catchment area is West Berkshire, Basingstoke, Andover, Winchester and Alton. There is an expectation that as awareness of the services grow so will the demand.

The wellbeing centre is funded by Ark Cancer Charity, and this includes four specialist therapists and three counsellors who hold regular clinics. The work of our therapists and counsellors have led to positive outcomes such as alleviating treatment side effects, aiding post-operative recovery, and supporting patients through challenging treatments such as radiotherapy.

The role

Fundraising Manager

Part-time (18-24 hours a week)

Flexible inc. WFH, term time

Band 7 - £43,742 > £50,056

Job summary

The successful candidate will be joining an ambitious, award-winning cancer charity, that has raised significant donations both for capital and revenue projects benefitting patients using cancer services at the Hampshire Hospitals NHS Foundation Trust (HHFT).

As Ark Cancer Charity's Fundraising Manager, you will be working collaboratively with the charity's board and Head of Charity in shaping our income generation plan for the next three years so that we are able to meet the demand for our unique, patient centred wellbeing services.

You'll spearhead the annual tactical delivery of this plan, by developing our income channels, so that we have a sustainable breadth of donations on which to fund our life changing work.

The post holder will have management experience and a working knowledge of fundraising, marketing, and charity governance. You will be able to command the confidence of staff and peers, with strong diplomatic skills and determination. Proven communication skills are critical as the role also requires a level of confidence in working with a wide range of stakeholders, including charity trustees, NHS Executive, senior management, clinicians, hospital staff, patients, donors, major donors (HNWIs), businesses, community supporters, grant-making trust staff and volunteers.

Responsibilities

- Support the development and delivery of a three-year strategic fundraising plan for Ark Cancer Charity [aiming to raise £300,000+ over this period] with trustees and the Head of Charity
- Plan out and realise the annual operational tactics and KPIs needed to deliver the strategic plan
- Establish appropriate systems and processes to underpin all the charity's activities
- Establish a sustainable HNWI income channel
- Establish a sustainable corporate income and gift in kind channel
- Establish a sustainable grants income channel
- Steward existing donors providing an appropriate framework
- Promote good relationships with stakeholders and act as ambassador for the charity - Grow the number of, and level of activity from, charity supporters and volunteers.
- Develop a marketing plan appropriate for delivering the Ark Cancer Charity's strategic plan and activate – this will include events, digital channels, along with print media and press
- Ensure compliance with the Code of Fundraising Practice and the requirements of the Fundraising Regulator.
- Ensure that the trustees are given the information that they need to discharge their responsibilities regularly, including reporting on the performance of the charity and impact of its activities.
- Ensure accountability for the charity's activities through ownership of required report writing, taking full responsibility for technical accuracy and reliability
- Ensure that the major risks to which the charity is exposed are reviewed regularly by the trustees, that systems have been established to mitigate these risks and that a risk analysis is automatically carried out when taking on or proposing new work to the trustees
- Build effective working relationships with key stakeholders across the Trust, partners, other charities and local communities
- Ensure the Ark Cancer Centre's volunteers and supporters are of a high quality, well led, motivated, developed and supported
- Maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities

Person spec.

Experience (essential)

- Worked in a charity/third sector organisation(s) for at least three years
- Worked in a charity/third sector management role
- Experience of operating and engaging within complex stakeholder networks, of building partnerships externally and of fulfilling an ambassadorial role
- Developed a multi-channel, multi-year fundraising plan(s)
- Campaign knowledge
- Worked to an agreed financial target
- Worked with HNWI's and secured donations
- Worked with businesses and secured donations/gift in kind
- Grant writing (>£25K applications)
- Legacy knowledge
- Charity reporting internally and on a regular basis
- Working collaboratively with a trustee board
- Worked with volunteers
- Understands charity governance
- Charity reporting to charity commission annually
- Digital marketing i.e. social media, e-news marketing, website
- Highly developed IT and software knowledge
- Using data to inform plans

Experience (desirable)

- Worked within a healthcare charity or NHS charity for at least two years
- Holds a relevant sector qualification such as CloF or CIM
- Holds existing relationships with key local, regional and/or national stakeholders

Skills (essential)

- Confident, self-starting attitude
- Able to work independently and as part of a team
- Excellent written and verbal communication skills
- Strong influencing and negotiating skills
- Empathy and emotional intelligence
- Strong problem solving skills
- Able to plan and think strategically
- Able to multitask
- Public speaking
- Excellent time and/or project management skills
- Event planning
- Attention to detail
- Budget management
- MS software

- Driving licence

Skills (desirable)

- Website management and using a CMS