



Head of Mass Participation  
Great Ormond Street Hospital Charity

AAW  
GROUP

## Role profile – Head of Mass Participation

<b>Job Title</b>	Head of Mass Participation	
<b>Reports to (Job Title)</b>	Deputy Director of Public Fundraising	
<b>Directorate / Function</b>	Fundraising	
<b>Supervises</b>	Senior Fundraising Manager x 3	
<b>Job Level</b>	C	
<b>DBS Required</b>	YES	<b>Salary: £55-60K</b>

### About us

Every day brings new challenges at Great Ormond Street Hospital (GOSH). Every day, over 600 seriously ill children from across the UK arrive for life-changing treatments. Every day, young lives hang in the balance as patients, families and staff battle the most complex illnesses. And every day, the brightest minds come together to achieve pioneering medical breakthroughs that change the lives of thousands of children – and change the world. This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

Without donations, Great Ormond Street Hospital Charity can't help fund ground-breaking research, advanced equipment, child and family support services, and the rebuilding and refurbishment of wards and medical facilities. Our staff help to raise these vital funds for the hospital and our Trustees have just agreed an ambitious new fundraising strategy, that will include one of the biggest capital appeals in our history. A better future for seriously ill children starts with you.

### Role purpose

To lead the Mass Participation team to deliver growth in voluntary net income and an exceptional supporter experience. To be the strategic lead for the charity's mass participation portfolio and develop and deliver plans for third party challenge events, charity owned challenge events, virtual events and mass participation products.

### Main duties and responsibilities

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

1. To play a leading role in the Fundraising Leadership Team, and to work collaboratively with colleagues at all levels across the organisation, to maximise unrestricted funds as well as income for research and a major new capital programme.
2. To develop and lead a high performing and collaborative community fundraising team, to enable them to deliver against growth projections and raise more than £4m a year (growing to £9m+ a year by year 5).
3. To develop and deliver plans to provide planned income with a strong long term ROI from the mass participation portfolio, including from third party challenge events, owned challenge events such as Race for the Kids, virtual events, such as Facebook fundraisers, and through mass participation products.
4. To work collaboratively across the Directorate to ensure programmes are integrated and that opportunities to maximise lifetime value of supporters are leveraged to achieve wider fundraising impact goals.
5. To embed innovation, lean processes, agile working and use of supporter data within team to drive performance and supporter experience.
6. To lead relationships with strategic partners, third party providers and key high value supporters, such as RBC and the London Marathon, to enable long-term support.
7. To enable the mass participation team to develop and deliver compelling digital marketing plans based on insight and analysis to drive engagement, recruitment and improve supporter experience.
8. To empower the mass participation team to work in partnership with the Supporter Data and Relations team to establish a centralised supporter relations function, to deliver insight that informs marketing plans and to enable evidence-based decision making.

To drive new income and engage new and current audiences into the mass participation portfolio through the creation and testing of new product development using insight and innovation.

## Person specification

**Role:** Head of Mass Participation

The Person Specification states the minimum knowledge, skills and experience required to carry out the job and is used for both shortlisting candidates for interview and to identify the areas to explore as part of any assessment or selection for the role including interview.

E = Essential criteria;          D = Desirable criteria

## Key requirements

<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>• Proven track record in leadership of a mass participation programme, with proven success of delivering innovation</li> <li>• An experienced people leader, able to inspire, unite and motivate a diverse team</li> <li>• Excellent internal and external relationship building</li> <li>• Successful experience of using data and a customer relationship management system to support the delivery of plans, targets and an exceptional supporter experience</li> <li>• Contracting and managing corporate partner and supplier relationships, including contract negotiation</li> <li>• Proven experience of developing and delivering charity owned mass participation events and products</li> <li>• Proven experience of leading a seven figure third party challenge events programme</li> <li>• Demonstrable experience of developing and delivering national marketing plans based on insight and analysis to reach targets</li> <li>• Successful experience in integrating activities across teams and departments</li> <li>• Setting, managing and delivering seven figure income budgets and developing the plans and strategies to underpin them.</li> </ul>	<p>E E E E E E E E E E</p>
<p><b>Knowledge</b></p>	<ul style="list-style-type: none"> <li>• Strong knowledge of new product development and innovation processes</li> <li>• Strong knowledge of digital marketing principles specifically linked to mass participation events</li> <li>• A strong understanding of trends and developments in the mass participation marketplace in the UK and globally.</li> <li>• Strong working knowledge of fundraising regulation and standards, specifically in relation to mass participation fundraising.</li> <li>• An understanding of the methods involved in leading a high performing team and the ability to galvanise a team to achieve growth targets.</li> </ul>	<p>E D E E E</p>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>• Exceptional collaboration skills</li> <li>• Ability to empathise and be sensitive when working with patient families and the communities around them</li> <li>• Exceptional creativity and proactivity</li> <li>• Excellent interpersonal, communication, negotiation and influencing skills, with ability to persuade, motivate and inspire.</li> <li>• Exceptional leadership and line management skills.</li> <li>• Skilled at internal and external networking to develop relationships at all levels.</li> <li>• Able to manage change, and embed new cultures and ways of working within own team and with others - people, processes and planning</li> <li>• Highly data literate with strong analytical skills.</li> </ul>	<p>E E E E E E E E</p>

	<ul style="list-style-type: none"> <li>• Able to budget and forecast expenditure and interpret financial information, to generate the financial insight needed to effectively manage the portfolio.</li> <li>• Able to develop and present progress reporting to senior leadership.</li> <li>• Strong decision making and problem-solving skills.</li> <li>• Understanding of Equality, Diversity &amp; Inclusion principles and a commitment to apply them</li> </ul>	<p>E</p> <p>D</p> <p>E</p> <p>E</p>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• n/a</li> </ul>	

This document is not a set of terms and conditions of your contract or an exhaustive list of duties. It is a guide indicating core responsibilities and accountabilities attributed to the role. We expect all our employees to share and demonstrate behaviours and values in line with our aim of ensuring a welcoming, inclusive and productive organisation where respect, flexibility and collaboration are key.

All applicants for any post within Great Ormond Street Hospital Children’s Charity are required to declare any involvement, either directly or indirectly, with any firm, company or organisation that has a contract with the hospital or the charity. Failure to do so may result in an application being rejected, or, if it is discovered after appointment that such information is being withheld, then this may lead to dismissal. Great Ormond Street Hospital and the charity are regulated organisations and, as such, all employees must undertake a Disclosure and Barring Service (DBS) check and their name checked against the Violent and Sex Offender Register. The employee will have access to confidential information that may only be disclosed to parties entitled to receive it. Information obtained during the course, of employment should not be used for any purpose other than that intended. Unauthorised disclosure of information is a disciplinary offence.

## How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, not exceeding one page, highlighting your suitability for the position and why you are interested, by email to: [talent@aawpartnership.com](mailto:talent@aawpartnership.com).

All applications will be treated in the strictest confidence.

Should you require an informal conversation prior to applying to this role, please email [suzie@aawpartnership.com](mailto:suzie@aawpartnership.com).

Closing date: 9am (BST), Thursday 3<sup>rd</sup> November

Please note we will be longlisting throughout the campaign. Please do apply early to register your interest.

PLEASE ALSO NOTE THE FOLLOWING INFORMATION:

Shortlisted candidates will be invited to attend first interviews with GOSH in the week commencing 15th November. Finalists will be invited to progress to second interviews the week commencing 22nd November.