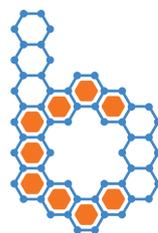


HEAD OF FUNDRAISING & COMMUNICATIONS



**BONE
CANCER**
RESEARCH TRUST
UNTIL THERE'S A CURE

AAW
GROUP

AN INTRODUCTION FROM OUR CEO

Thank you for taking the time to find out about our current vacancy.

It is great to know you are interested in working for the Bone Cancer Research Trust (BCRT). Included in this pack is a little background information about the organisation along with details of the job role. BCRT currently employs 22 members of staff, based in Leeds and across England.

Our charity started in 2004, when a group of families who had lost children and young people to primary bone cancer (PBC) came together. They wanted to tackle head-on the fact that there was virtually no accessible bone cancer information, and practically no funding for research into this disease. In 2006, they registered the Bone Cancer Research Trust. Since then, we have become the leading charity dedicated to fighting primary bone cancer.

We are incredibly lucky to have a very active and highly engaged primary bone cancer community. Through their support, we have significantly increased our income from c£680k in 2015 to over £3m in 2021. This increase in funds has enabled us to fund more pioneering primary bone cancer research than any other organisation in the UK. And whilst our research is finding the cures of the future, our dedicated Support & Information Service is available for all patients and their families now, offering expert advice and support through treatment and beyond. And our awareness campaigns continue to raise the profile of PBC amongst the public and healthcare professionals throughout the UK and worldwide to improve disease understanding and speed of diagnosis.

It is a truly exciting time to be joining our award-winning team. We are currently developing our next strategic plan to take us to 2033 and you will play a pivotal role in its delivery. Directly informed by our supporters and stakeholders, our future ambitions will continue to drive improvements in patient survival and ensure patients are supported to find their 'new normal' after treatment.

To achieve this, we need to raise at least £3m gross income per annum, growing even further in future years, so we are looking for a highly talented, driven, and passionate individual with a proven track record of success to join us as our new Head of Fundraising & Communications.

If you are excited about joining our team, please read through this job pack to see if you have the right skills we are looking for.

We look forward to hearing from you.

With best wishes,

Mat Cottle-Shaw
Chief Executive Officer



ABOUT THE ROLE

This role will lead our fundraising and communications work. You will have expertise in major donor and philanthropic fundraising which are new areas of development for BCRT. You will develop and deliver the wider fundraising and communications strategies. Your team comprises four experienced managers with plans to potentially expand the team further in line with our ambitions of growth.

Your personal focus in terms of income generation will be to increase BCRT's income through major donors and philanthropy, to help us increase significantly our fundraised, and preferably unrestricted, income. This is a new area of focus for the charity, therefore, solid experience in this area is essential.

The role will be expected to meet, and if possible, exceed overall team budgeted income targets for the charity of £3m+ gross per annum.

You will lead and oversee BCRT's brand and delivery of multiple public awareness campaigns annually, each amplifying BCRT's message to achieve organisational objectives.

You will be part of an experienced and ambitious Senior Leadership Team (SLT) which, along with your role, includes the Head of Finance and Head of Research, Information & Support and the Chief Executive Officer.

You will have direct contact with people who have experience of PBC; patients, family members, friends and colleagues and healthcare professionals who are supporting them. Experience of working with beneficiaries and managing the sensitivity around this is desirable. This role will particularly suit an experienced Head of Fundraising or Fundraising Director looking for a new and exciting challenge to expand their portfolio to communications or someone looking to make a tangible and substantial impact through their fundraising expertise.

KEY BENEFITS

- Flexible approach to working hours
- Flexible approach to working location with free onsite parking in Horsforth
- 22 days annual leave per year + bank holidays + 3-day Christmas shut down Raising by 1 day per annum for every 2 full years' service
- Healthcare cash plan
- Pension contributions
- Clear performance expectations and supportive management team
- Training and personal development opportunities
- Direct exposure to our charitable work

We believe wholeheartedly in supporting our staff to do their very best, irrespective of working location. If needed, you will receive an allowance for a home-working workstation and all necessary home-working equipment will be provided.



ROLE DETAILS

Job title:	Head of Fundraising & Communications
Responsible to:	Chief Executive Officer
Line management:	Currently 4 direct line reports (see organisation chart)
Salary:	£43,676 - £53,382
Hours of work:	Full Time, 37 hours per week (condensed hours also considered)
Location:	Horsforth, Leeds. We have a flexible approach to working location but would expect the post-holder to work from our offices on a regular basis.
Contract type:	Permanent





JOB PURPOSE

- Responsible for developing and leading BCRT's fundraising and communications strategies to deliver significant growth in BCRT's supporter base, income generation and brand position.
- Lead the fundraising and communications teams ensuring a step change in results through innovation, creativity, and the highest levels of professionalism.
- As a member of the Senior Leadership Team (SLT), the post holder will contribute to the delivery and development of the overall organisational strategy, shape and influence transformational change and create an inclusive and enabling culture.

FUNDRAISING

- Deliver agreed annual and multi-year net and gross income targets.
- Lead the development and implementation of BCRT's fundraising strategy to meet strategic requirements and raise funds from diverse sources in the most cost effective and sustainable way.
- Embed and promote a culture of fundraising across the organisation.
- Plan, direct, monitor and evaluate all fundraising targets for the fundraising teams ensuring that each stream of income defined in the fundraising strategy has a detailed work plan and the associated staff are clear about their required work plans, targets and KPIs.
- Lead on the development of philanthropic and major donor giving for the charity.
- Explore and develop new income generating opportunities for BCRT, including wider fundraising methods such as corporate fundraising.
- Ensure the fundraising teams are up to date and comply with fundraising, data protection (GDPR) and other relevant legislation, standards, and best practice.

COMMUNICATIONS

- Develop and lead on BCRT's marketing, communications, and digital strategies.
- Working with all internal departments, develop and lead BCRT's marketing activity across all channels and platforms with clear strategic objectives and measurable impact.
- Lead the communications team to inspire action and change through impactful campaigns and communications across all channels.
- Creation and implementation of communication plans and campaigns for brand-building, media relations, special events, fundraising and volunteering opportunities.
- Use enhanced data management techniques and analytics to focus marketing efforts on highest impact and return on investment.
- Work collaboratively with all areas of BCRT to enhance and improve the public's understanding and perception of BCRT and our services / work.
- With the Chief Executive, develop a comprehensive narrative and brand for BCRT, translated into key messages which underpin the charity's aims and objectives.
- Lead on the cultivation of celebrity ambassadors / supporters.

MANAGEMENT

- To develop, manage and deliver medium to long term income and expenditure budgets, and to work with the Head of Finance to support the development and implementation of effective and timely management information.
- Lead, inspire and build the capacity of the fundraising team; embedding a culture of high performance in which the team are inspired and empowered to be outward facing and proactive at identifying and securing opportunities.
- In collaboration with the Senior Leadership Team, develop a strong internal communications strategy that enables effective two-way communication and accessibility of information for all staff.
- Ensure that department and cross-organisational systems, databases and procedures are maintained and used appropriately.
- Explore and develop new income generating opportunities for BCRT, including wider fundraising methods such as corporate fundraising.
- Ensure the fundraising teams are up to date and comply with fundraising, data protection (GDPR) and other relevant legislation, standards, and best practice.

OTHER

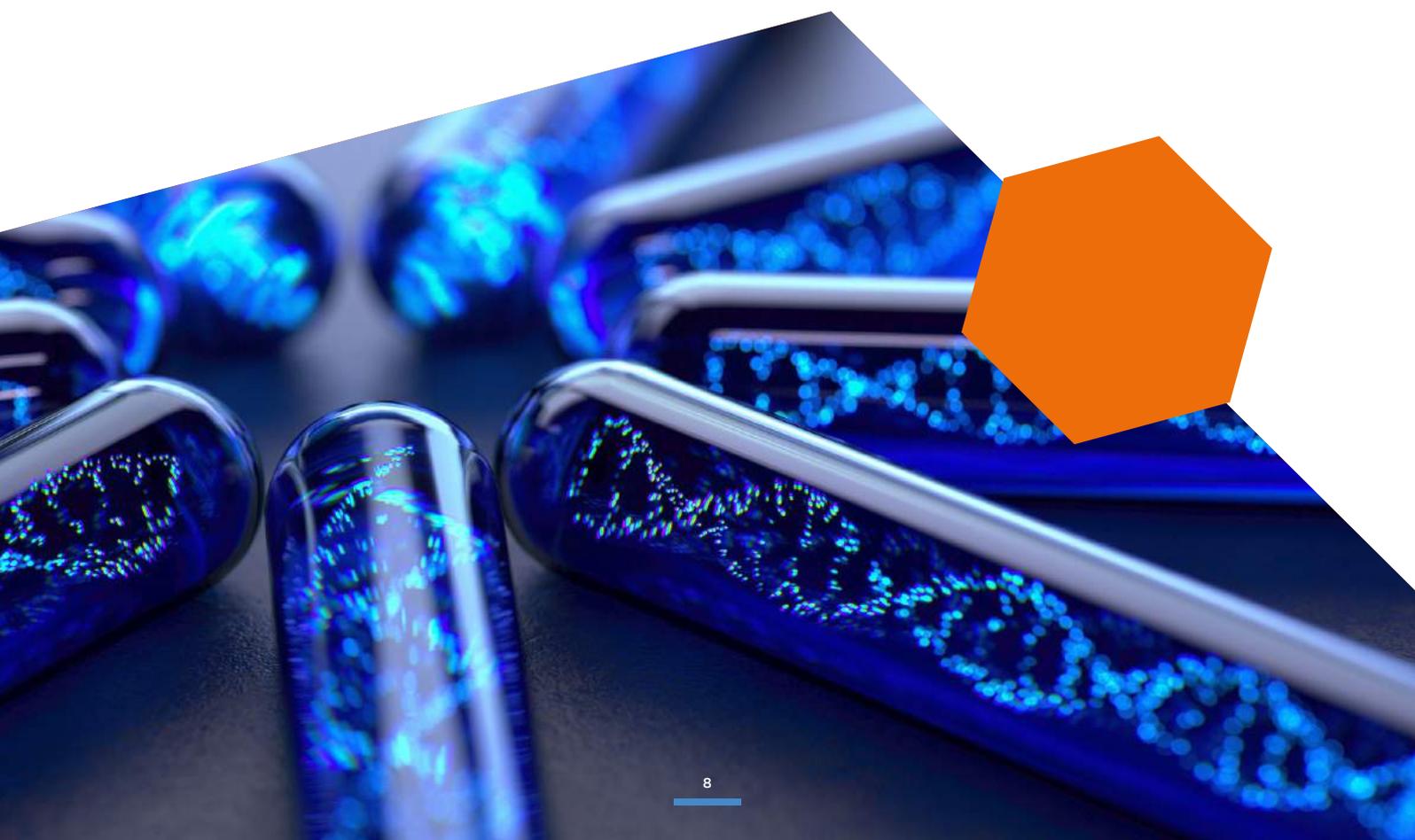
- To undertake training, development and appraisal activities as required.
- To evaluate own performance critically and strive for continual improvement.
- To support the charity's ethos and policies and demonstrate a commitment to attitude and behaviour that reflects our core values - Pioneering, Dynamic, Supportive, Knowledgeable and Trustworthy.
- To act as an ambassador for BCRT and attend and support fundraising and other events as and when required which will include some evenings and weekends.
- To carry out any other duties as may be reasonably requested that are commensurate with the level of this role.

Criteria	Essential	Desired	Method of Assessment
Experience & knowledge			
Proven success in fundraising, including personally securing five to six figure donations.	✓		Application / Interview
Significant knowledge and experience in a variety of fundraising channels, in particular major giving from individuals and / or corporates.	✓		Application / Interview
Strong knowledge of third sector communications, PR and marketing, able to engage local and national media including supporters as well as bereaved families through a variety of mediums.	✓		Application / Interview
Effective management skills - line managing a growing fundraising / communications team.	✓		Application / Interview
Excellent analytical skills with the ability to plan and evaluate fundraising activities and produce detailed reporting.	✓		Application / Interview
Knowledge of Data Protection, GDPR and Fundraising Regulator requirements.	✓		Application / Interview
Excellent written and oral presentation and communication skills.	✓		Application / Interview
Brand management and implementation of brand guidelines.	✓		Application / Interview
Excellent people and networking skills.	✓		Application / Interview
Experience managing volunteers.	✓		Application / Interview
Experience of working with a charity CRM database.		✓	Application / Interview



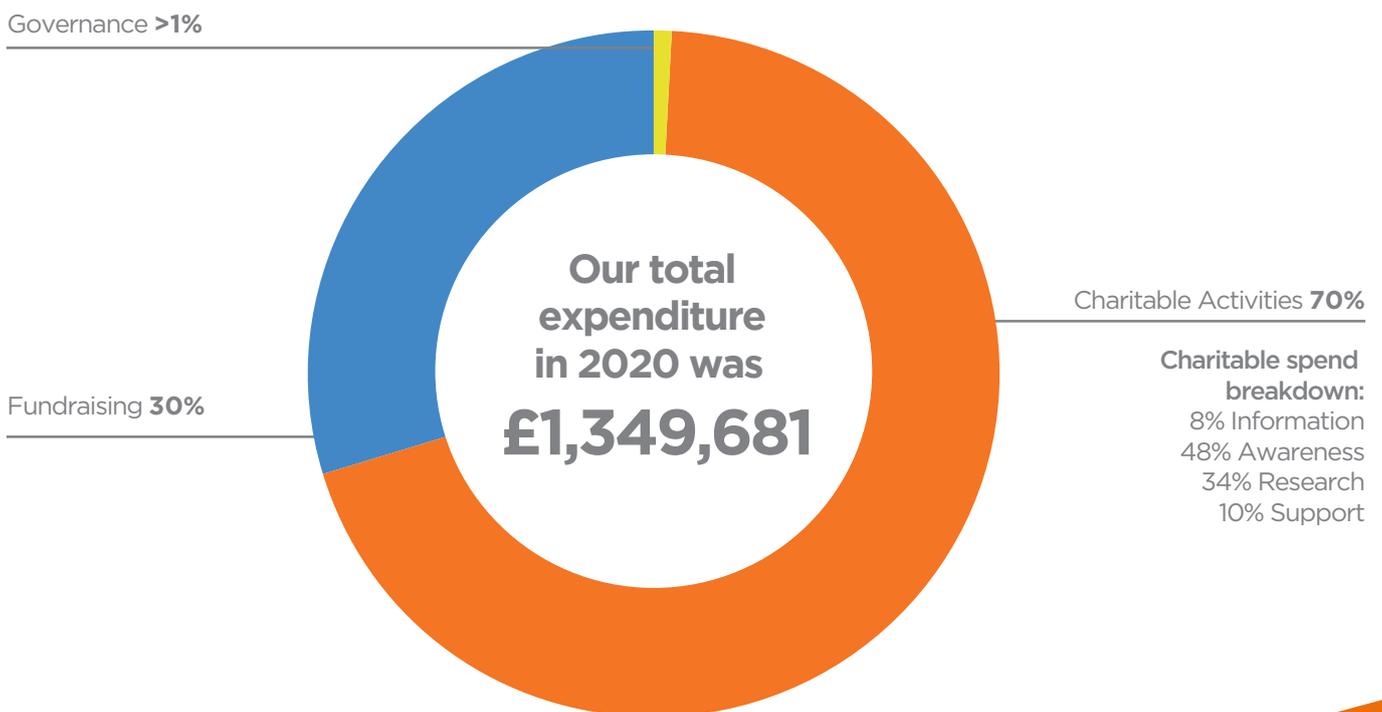
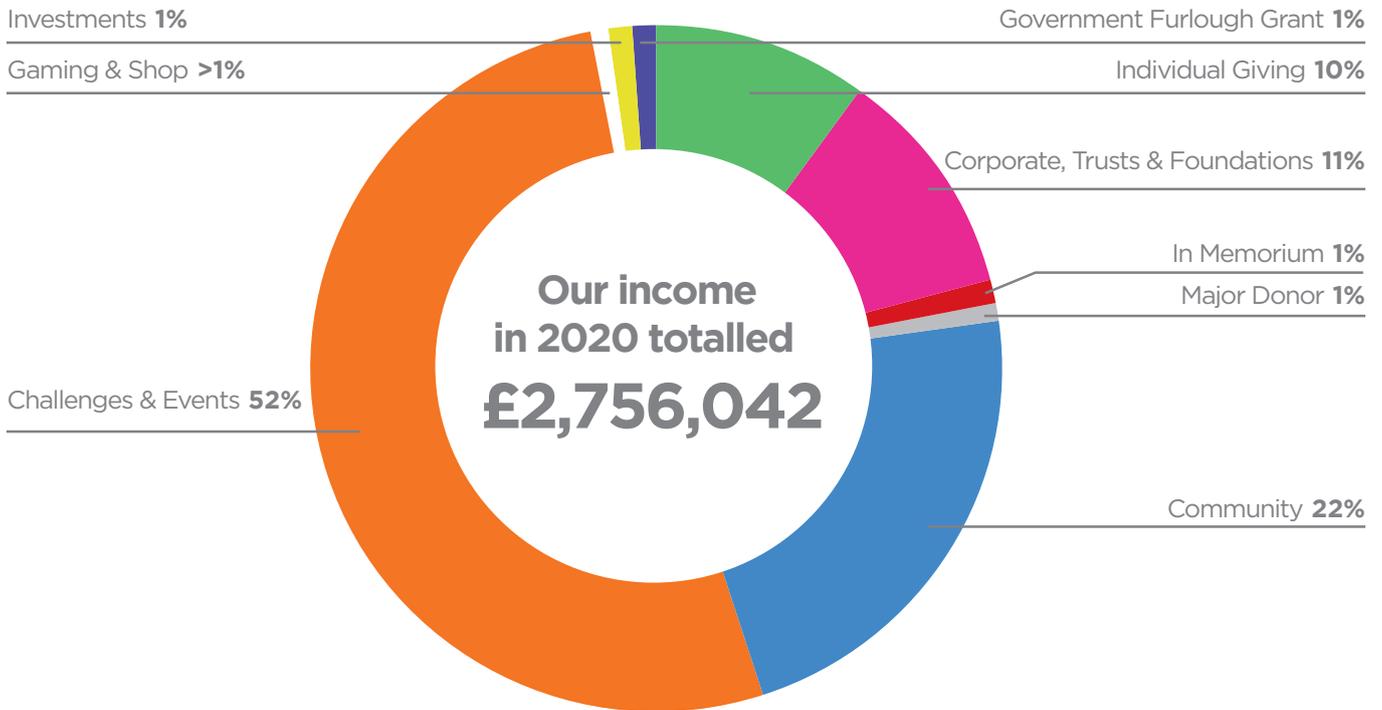
Personal Attributes

A collaborative leader with a hands-on approach and is open to ideas and encourages innovative thinking.	✓		Application / Interview
Positive, motivated and committed to achieving results with a 'can do' approach.	✓		Application / Interview
Ability to listen and act on feedback, using own initiative when required.	✓		Application / Interview
Able to prioritize effectively, meeting tight deadlines.	✓		Application / Interview
A strategic thinker.	✓		Application / Interview
A flexible approach to work, able to rapidly assimilate information and / or adapt to a changing environment.	✓		Application / Interview
Willing and able to travel within the UK and work evenings and weekends as required.	✓		Application / Interview
Own car and current UK driving license.		✓	Application / Interview



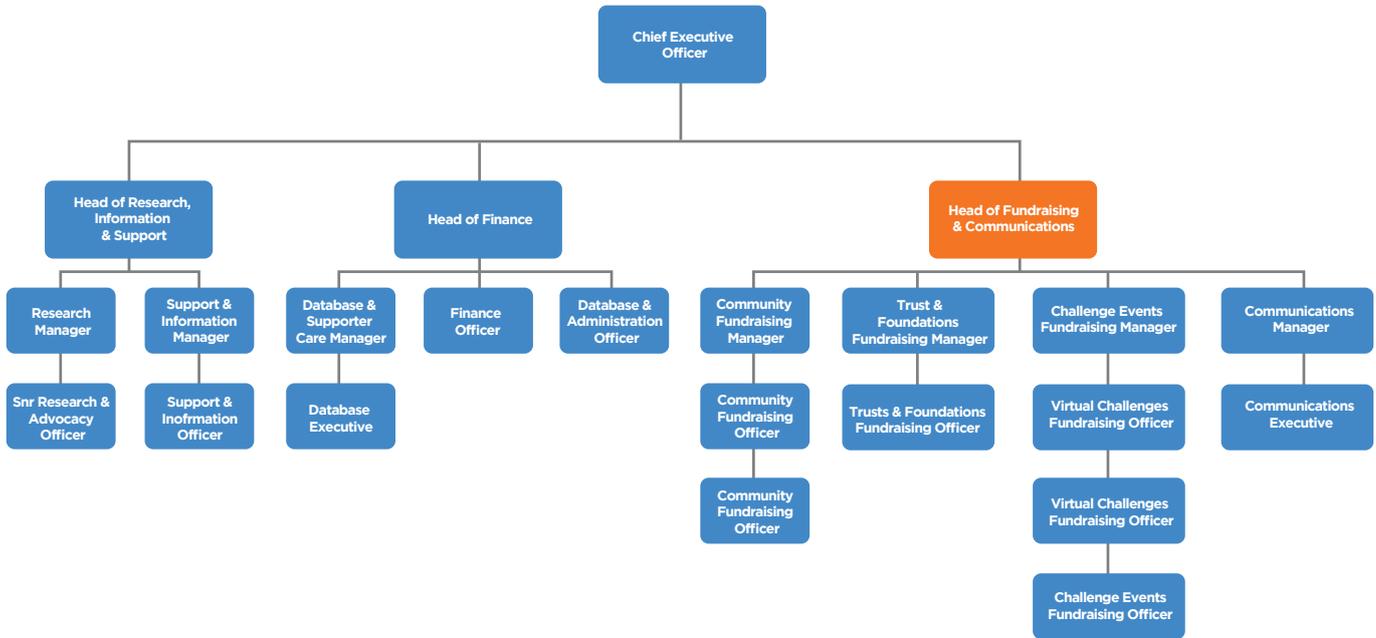


INCOME & EXPENDITURE 2020





ORGANISATION CHART



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.

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.

Closing date: 9am (GMT), Wednesday 8th December.

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 a first interview with BCRT on Wednesday 15th December and, if successful, a second interview on Monday 20th December.

