

Recruitment Pack

Head of Fundraising

Jo's Cervical Cancer Trust

Passion – With it we can achieve the extraordinary

Respect – We make every effort to understand and be considerate of the needs of others

Evidence – This underpins every decision we make

Collaborate – We can achieve our purpose by working together

Challenge – Through it we influence, generate changes and progress.



Dear candidate,

Thank you for your interest in the role of Head of Fundraising.

This is an exciting time to be joining Jo's Cervical Cancer Trust. Our vision, the day when cervical cancer is a thing of the past, is getting closer as a result of the success of the HPV vaccination programme. Our mission remains to reduce the impact for everyone affected by cervical cell changes and cervical cancer. We will continue to provide the highest quality information and support, and campaign for excellence in cervical cancer treatment and prevention, for as long as we are needed.

Jo's welcomes everyone regardless of gender, gender identity, sexual orientation, age, ethnicity, religion, disability or background and we strive to make our workplace an inclusive environment where everyone feels welcome, accepted and valued. Those that use our services come from all walks of life and so do we. We want our staff team to be reflective of the communities we should support, not just because it is the right thing to do but because it makes our organisation stronger.

You would join us as we start out on the path to developing our next long-term strategy. We are an ambitious charity, and I look forward to working with the successful candidate as we set out on this next chapter; successful fundraising is vital to helping to fulfill our mission.

So if you feel you have the passion and energy to make this happen, and you share and demonstrate our values in your work and attitude, we would love to have you as part of our team.

Best wishes,



Samantha Dixon

CEO

Please find enclosed the following information to assist you with your application:

- A full job description and person specification
- Additional Information

Closing date: Friday 23rd September, 5pm.

1st Interview (virtually): 27th and 28th September, pm 2022

2nd Interview (in person): 7th October 2022

Thank you for the interest you have shown in working for Jo's Cervical Cancer Trust.

Best wishes,

The HR Team

Job Description

<p>Job Title: Head of Fundraising</p>	<p>Location: Home based or based within commuting distance of London. Frequent travel across the UK including to our London HQ is necessary as well as the ability to work occasional evenings and weekends.</p>
<p>Hours: Full time (37.5hrs)</p>	<p>Duration: Permanent</p>
<p>Responsible To: Chief Executive Officer</p>	<p>Responsible For: Currently four staff members.</p>
<p>Works With/Key Contacts: Internal Team – staff, Board members, volunteers. External stakeholders including but not limited to: individual supporters, media, companies, sector peers, and community partners.</p>	<p>Salary and Benefits: To £60k for the right candidate and dependent on location. As well as a competitive salary, we offer: 6% matched pension contribution. 25 days annual leave plus Bank Holidays (plus an early finish on the last Friday of the month) Flexible/ hybrid working. Perkbox</p>

Background information

Jo's Cervical Cancer Trust (www.jostrust.org.uk) is the UK's leading charity dedicated to those affected by cervical cancer and cell changes (abnormalities). The charity was established in 1999 by James Maxwell following the death of his wife Jo, aged 40, from cervical cancer.

Since then we have provided advice and support to thousands of women and other people with a cervix, as well as their friends and families.

Two women a day in the UK will die from cervical cancer, whilst over 3,000 women are diagnosed each year. In addition, some 220,000 a year are told they have cervical cell changes that may require treatment. Thanks to the NHS Cervical Screening and HPV vaccination programmes cervical cancer is a largely preventable disease. However, for those affected, the impact cannot be overstated.

In recent years awareness of our work and cervical cancer has grown significantly, with our annual income rising from £288k to £1.8m. The staff team has also significantly grown to 29 enabling us to reach more people than ever before. We have an ambitious plan this year to provide support directly to 12,000 people, the highest number we will ever have achieved but to do this we need an effective fundraising effort driving growth.

Over the past few years our work has been recognised a number of times including winning a prestigious GSK IMPACT Award, Best Communications Campaign at the Third Sector Excellence Awards and a Plain English Osborne Memorial Award for our information.

Purpose of the Role

We are seeking a dynamic and inspiring individual who will play an instrumental role in leading the charity through a period of significant fundraising growth, and enable us to meet the ambitions laid out in our strategic plan and beyond.

We are looking for a very special person to join us. We really want you to help us to unlock the significant fundraising potential, and opportunities, available to Jo's. You will be highly motivated with great initiative, extensive experience and share our ambition of making cervical cancer a thing of the past.

You will have a proven ability at a senior level across a range of fundraising and income generation activities, and will understand, and have experience of, the importance of marketing in supporting fundraising delivery. An understanding, and experience, of fundraising planning and control and how these fit into the broader planning framework is important.

Outstanding interpersonal skills mean you are able to collaborate with, and communicate to, a range of internal and external stakeholders to great effect. Fundraising is tough so tenacity and ambition are key but you'll be part of a supportive team who want you to succeed in this role.

And you'll form part of the Jo's Senior Leadership Team which means you'll work with senior colleagues to drive Jo's forward to create and deliver our new long term strategy. You'll support the CEO and deputise for her as and when needed.

Working at Jo's is fun and supportive and ensuring this continues is an important part of all managers' roles at our charity.

Key tasks and responsibilities:

Key Areas	Responsibilities:
Strategy	<ul style="list-style-type: none"> • Develop and deliver a successful fundraising strategy to underpin our long-term organisational strategy. • Support the development and delivery of Jo's new long-term strategy.
Leadership	<ul style="list-style-type: none"> • Provide leadership to the Fundraising team and beyond building a high-performing fundraising team. • Be an active, inspiring and committed member of the Senior Leadership Team. • Deputise for the CEO as and when appropriate. • Be an ambassador at all times for Jo's both informally and formally.
Management and Planning	<ul style="list-style-type: none"> • Provide line-management of the Fundraising team – management, development and inspiration. • Put in place effective succession planning and business continuity within the team. • Support with the annual budgeting and planning process. • Establish and implement robust planning and control processes for financial management and activity in particular. • Report on key performance indicators. • Ensure standard reporting and stewardship for all contracts, grants and significant donations.
Relationship Management	<ul style="list-style-type: none"> • Manage relationships with high-value supporters.
Fundraising	<ul style="list-style-type: none"> • With support from the CEO, develop a philanthropic culture within Jo's. • Provide the Fundraising team with the tools they need for success (including but not limited to wish lists, training, compelling asks and cases for support, data and evaluation). • Oversee the development and implementation of customer-focussed stewardship plans. • Provide a stewardship and cultivation role to higher worth supporters. • Ensure that the fundraising potential of those who need to know about us, and want to support us is maximised. • Working with others ensure that a 'gold standard' CRM is in place for Jo's to achieve our strategic fundraising objectives. • Introduce quality standards for all aspects of the work of the fundraising team.

Marketing	<ul style="list-style-type: none"> Ensure that our markets are identified, fundraising products developed and positioned to be attractive with effective marketing channels in place.
Innovation	<ul style="list-style-type: none"> Horizon scan to understand future sector and fundraising challenges and opportunities.
Miscellaneous	<ul style="list-style-type: none"> Remain up to date with changes to charity law (fundraising) and good practice. Abide by the Charity's policies, practices and core values Support equity and diversity in the workplace for all.

Person specification

Experience	Requirement
Management of a fundraising function/ team	Essential
Line-management experience	Essential
Previous membership of a senior leadership team	Desirable
Previous experience of working for a charity	Essential
Significant experience of fundraising including operational experience of two or more types of fundraising: digital, individual gifts/ major donors, public sector/ commissioning, trusts and foundations, events, community, legacy and tributes, companies.	Essential
Development and implementation of a fundraising strategy/ annual plan	Essential
Experience of using a CRM to maximise fundraising.	Essential
Delivery of 'significant' gifts from research stage, through to negotiation and stewardship.	Essential
Skills and Qualifications	
Fundraising qualification (CioF Certificate +)	Desirable
Good levels of Maths and English (GCSE or above)	Essential
Analytical skills	Essential
Marketing qualification	Desirable
Ability to set and manage an income and expenditure budget	Essential
Strong leadership	Essential

Effective relationship management (multi-level)	Essential
Sales skills	Essential
Sound presentation skills both verbally and written	Essential
A good public speaker	Essential
Working within a complex, multi-stakeholder environment	Desirable
Personal Qualities	
Ambition to succeed in this role	Essential
Tenacious and hard-working	Essential
A team player	Essential
Able to work to, and set high standards of delivery	Essential
Friendly and supportive	Essential
Inspiring and creative	Essential

General Information

Please note that all offers of employment require:

- References deemed satisfactory to the Charity
- Proof of eligibility to work in the UK

How to Apply

Please send a copy of your CV and a cover letter and a covering letter (explaining why you feel we should consider you for this role and the difference you will make to the senior leadership and fundraising teams at Jo's) to Suzie Spooner at suzie@aawpartnership.com. You can also email Suzie if you would like to discuss the role further.

Appendix 1: About the information we collect and hold

The table below summarises the information we collect and hold up to and including the shortlisting stage of the recruitment process, how and why we do so, how we use it and with whom it may be shared.

The table below summarises the additional information we collect before making a final decision to recruit, i.e. before making an offer of employment unconditional, how and why we do so, how we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

Where information may be held

Information may be held at our offices and those of our group companies, and third party agencies, service providers, representatives and agents as described above.

How long we keep your information

We keep the personal information that we obtain about you during the recruitment process for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether your application is successful and you become employed by us, the nature of the information concerned and the purposes for which it is processed.

We will keep recruitment information (including interview notes) for no longer than is reasonable, taking into account the limitation periods for potential claims such as race or sex discrimination (as extended to take account of early conciliation), after which they will be destroyed. If there is a clear business reason for keeping recruitment records for longer than the recruitment period, we may do so but will first consider whether the records can be pseudonymised, and the longer period for which they will be kept.

If your application is successful, we will keep only the recruitment information that is necessary in relation to your employment.

Your rights to correct and access your information and to ask for it to be erased

Please contact our Data Protection Team, who can be contacted on datateam@jostrust.org.uk or 020 3096 8100 (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask Data Protection Team for some but not all of the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our Data Protection Team will provide you with further information about the right to be forgotten, if you ask for it.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that our Data Protection Team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint about the information we collect and hold

Part A
Up to and including the shortlisting stage

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Your name and contact details (ie address, home and mobile phone numbers, email address)	From you	Legitimate interest: to carry out a fair recruitment process	To enable HR personnel or the manager of the relevant department to contact you to progress your application, arrange interviews and inform you of the outcome
Details of your qualifications, experience, employment history (including job titles and working hours) and interests	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	To make an informed recruitment decision The person making the shortlisting decision will receive pseudonymised or anonymised details only; if you are invited for interview, the interviewer will receive non-anonymised details
Your name, contact details and details of your qualifications, experience, employment history and interests	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	
Your ethnic background, gender, sexual orientation, and religious or similar beliefs	From you, in a completed anonymised equal opportunities monitoring form	To comply with our legal obligations and for reasons of substantial public interest (equality of opportunity or treatment)	To comply with our equal opportunities monitoring obligations and to follow our equality and other policies
Information regarding your criminal record	From you, in your completed application form	To comply with our legal obligations	To make an informed recruitment decision

Details of your referees	From your completed application form	Legitimate interest: to carry out a fair recruitment process	To carry out a fair recruitment process Information shared with relevant managers, HR personnel and the referee
---------------------------------	--------------------------------------	--	--

Part B
Before making a final decision to recruit

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Information about your previous academic and/or employment history, including details of any conduct, grievance or performance issues, appraisals, time and attendance, from references obtained about you from previous employers and/or education providers <input type="checkbox"/>	From your referees (details of whom you will have provided)	Legitimate interest: to make an informed decision to recruit To comply with our legal obligations Legitimate interests: to maintain employment records and to comply with legal, regulatory and corporate governance obligations and good employment practice	To obtain the relevant reference about you To comply with legal/regulatory obligations Information shared with relevant managers and HR personnel
Information regarding your academic and professional qualifications <input type="checkbox"/>	From you, from your education provider from the relevant professional body	Legitimate interest: to verify the qualifications information provided by you	To make an informed recruitment decision
Your nationality and immigration status and information from related documents, such as your passport or other identification and immigration information <input type="checkbox"/>	From you and, where necessary, the Home Office	To enter into/perform the employment contract To comply with our legal obligations	To carry out right to work checks Information may be shared with the Home Office

		Legitimate interest: to maintain employment records	
A copy of your driving licence <input type="checkbox"/>	From you	To enter into/perform the employment contract	To make an informed recruitment decision

You are required (by law or in order to enter into your contract of employment) to provide the categories of information marked '☐' above to us to enable us to verify your right to work and suitability for the position.

