

Welcome Letter from the Chief Executive

Thank you for your interest in joining Hope Against Cancer as our Corporate and Community Partnerships Manager



Hi there!

Thank you for considering applying for this job, I know how much time and energy that it can take.

If successful, you'll be joining a small team in a small, local charity that has big ambitions for growth. Growth that will allow us to fund even more vital cancer research that helps to save lives.

Who will you be and what will you bring?

You will be yourself:

- Self-starting
- Self-motivating
- Self-sufficient and supporting

We are looking for a willingness to roll up your sleeves, to get out there and get stuck in, as we all do here. I am grandly titled the Chief Executive, but I can often be found making tea and slicing the odd cake for our dedicated volunteers.

You will also bring the skills, experience, and knowledge necessary to help us raise lots of money! If you were me, I'm sure that you would want the absolute best person to represent our Charity. That being said, I care as much about aptitude and attitude as I do about these more formal attributes, and we always appreciate an interesting career trajectory (I was once a humble lifeboat man)!

So, if after reading this, you still want to become part of the "Hope Family", you will find details on how to apply below.

Good luck and best wishes,

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C *Nigel Rowe*

Who we are.

Hope Against Cancer is Leicestershire and Rutland's local cancer research charity. We were established in 2003 to fund cutting-edge research in our area and to make clinical trials available to local people. Since 2003 we have raised in excess of £8m and funded over 100 research projects which investigate many different forms of cancer.

Our vision – Our vision is working for a future where more local people survive cancer.

Our Mission – Our mission is to fund innovative research that leads to improved treatments and better outcomes for people, and to achieve the greatest possible impact in the local and national fight against cancer.

We work in partnership with local universities and hospitals to fund pioneering research to ensure that Leicestershire remains a hub of expertise in cancer research and treatment.

Two million people in the UK are living with, or affected by, cancer. This is set to rise to four million by 2030.

Every year, over 250,000 people in England are diagnosed with cancer and around 130,000 people die each year as a result of the disease.

Annual NHS costs for cancer services are £5 billion. The cost to society as a whole- in terms of social care and other support costs – is £18.3 billion.

Around 5,000 people in Leicestershire are diagnosed with cancer each year and the region currently experiences hot spots of cancer which are associated with cultural and socio-economic factors and healthcare inequalities. There is over-whelming evidence to show that regions with diverse, local research and public engagement have better health outcomes within their communities.

In 2012 we established a dedicated clinical trials unit at Leicester Royal Infirmary (LRI) to offer patients access to new medicines and therapies.

Between 2014 and 2017 Hope Against Cancer was instrumental in the city of Leicester becoming a cancer research centre of excellence, one of only about 15 in the UK. We prioritise research that influences potential practice changes in early detection, prevention and treatment of cancers. Our research projects have a clear benefit for patients across the region and beyond.

In January 2021, despite the Covid-19 pandemic, we completed a £1.5million fundraising appeal to double the size and facility of our newly-named ***Hope Cancer Trials Centre*** at the LRI, offering even better access to trials and potential treatments to local people.

Because of life-saving research more people are surviving cancer. Survival rates have doubled in the last 40 years, but our survival rates are still low compared to countries with a similar GDP.

Hope Against Cancer develops talent and helps train the next generation of local cancer researchers through our funding support for postgraduates and cancer clinicians pursuing a career in cancer research. Hope also supports the development of new treatments through continuing support of our clinical trials nurses.

Job Description

Job Title:	Corporate and Community Partnerships Manager
Location:	The Lodge, 208 Knighton Road, Leicester, LE2 3TT
Salary:	£26,000 to £30,000 - Full time 37.5 hours (P/T considered for right candidate)
Reports to:	The Chief Executive

Responsible for: Volunteers supporting events, corporate and community fundraising activities.

Key Relationships: Chief Executive, existing C&C Partnerships Manager, Office Manager and Volunteers, Communications and Content Officer, volunteer Treasurer and Hope-funded Researchers and teams

Key Objectives - Summary:

- The role of the Corporate and Community Partnerships Manager is to generate income to meet the Charity's fundraising requirements by maintaining and developing successful partnerships with corporate and community group supporters, through donations, sponsorship, employee and group fundraising activities and events (organised both by Hope and third parties).

The Person – Summary:

Are you a fundraising or sales professional ready to help us fund life-saving cancer research? We're looking for an ambitious, confident and engaging Corporate & Community Partnerships Manager who can:

- Recruit, manage, and support businesses and potential volunteer fundraisers within the local community, helping them to reach their fundraising potential.
- Identify and develop new relationships with corporate supporters, community groups and high net-worth individuals.
- Inspire and bring out the best in supporters, corporate partnerships and community groups, engaging them with Hope Against Cancer's life-saving work over the long term.
- Enable our supporters to set and achieve ambitious fundraising goals.
- Engage supporters in Hope-organised and third-party events.
- Be an ambassador for HOPE in the community, working with businesses, community groups and volunteers to unlock new opportunities.

Have you got:

- Proven experience of exceeding targets and working to Key Performance Indicators (KPIs)
- Excellent ability to motivate, inspire and influence people.
- Strong networking skills and proven ability to build long-lasting relationships.
- Proven ability to track and report on income.
- Flexibility and willingness to travel where needed to support events.

We want you to help us build great relationships with our supporters and to help them achieve their fundraising ambitions, allowing us to grow our sustainable, annual income. This is a rewarding and fast-paced role, in a small team. No two days will be the same as you'll be working with individuals, trustees, community groups and local/regional businesses, and supporting them with their fundraising goals!

Principal Responsibilities and accountabilities:

- Deliver the corporate and community activity annual income and expenditure budget contributing to our overall income within the fundraising strategy. Producing monthly financial reports will be required.
- Maintain and develop existing relationships across Leicestershire and Rutland, providing excellent account management to maximise income for Hope.
- Design and deliver a bespoke communication and contact strategy (with Marketing and Comms)
- Secure retention of corporate and community supporters.
- Identify and secure new partnerships including Charity of the Year, CRM and CSR opportunities.
- Secure sponsorship for Hope's events through the development of strong pitches, researching potential sponsors to target and negotiating contracts.
- Act as an ambassador for Hope, representing the Charity at external events, including networking and public speaking/presenting.
- Research past, present and prospective corporate and high net-worth individuals and help determine the best, tailored fundraising approach for each.
- Develop new income streams through cause-related marketing opportunities by researching prospects and building relationships.
- Promote Hope's fundraising and research to relevant supporters and partners by making presentations to specific target groups and attending cheque presentations.

- Be responsible for your own administration and efficiently organise all your own activities with support from our part-time administrator.
- Display strong analytical skills to evaluate activity using our e-tapestry database, with support from office manager and database admin.
- Any other duties reasonably assigned by the CEO.
- Adhere to Hope's policies and procedures and fundraising legal requirements.

Measures of Performance

- Achievements of financial targets and increase in corporate/community supporter base.
- Achievement of retention targets for corporate and community supporters.
- Securing significant corporate sponsorship for events.
- Degree of enhancement of Hope's profile within the business and local community and with well-connected individuals.
- Institute of Fundraising Codes of Conduct and Practice adhered to.
- Quality and effectiveness of administration.
- Quality and effectiveness of teamwork and good working relationships with the small core team, volunteers and researchers.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<p>Good standard of secondary and/or higher education</p> <p>Basic understanding of finance</p>	<p>Fundraising, marketing and/or business training qualification</p> <p>Educated to degree standard or equivalent</p> <p>Recognised fundraising qualification</p> <p>Member of the IoF</p>
EXPERIENCE	<p>Minimum of two years' experience in corporate and/or community/events fundraising in the voluntary sector or transferable experience in a target-driven sales environment</p> <p>Corporate or fundraising events management experience</p> <p>Proven track record in achieving financial objectives and targets</p> <p>Demonstrable experience of growing a corporate and community/customer supporter base</p> <p>Experience of high-level business negotiations and relations through face-to-face presentations, meetings and networking</p> <p>Understanding of the business drivers behind corporate social responsibility</p> <p>Experience of effective public speaking and presenting</p> <p>Project/Event management</p>	<p>Experience of fundraising volunteer recruitment and management</p> <p>Private and public sector networking contacts</p> <p>Research and analysis</p> <p>Management of own targets, budgets and forecasting</p> <p>Experience of using and analysing database contacts, preferably a relational database such as Raiser's Edge</p> <p>Good understanding of marketing and PR</p>

COMPETENCIES	<p>Knowledge and practice of fundraising techniques such as employee fundraising, corporate sponsorship, gifts in kind, corporate donations</p> <p>Knowledge of donor/customer acquisition and retention strategies</p> <p>Effective, accurate proposal and letter writer</p> <p>Good IT skills including Microsoft Office</p> <p>Experience in using a fundraising or CRM database</p> <p>Excellent team worker</p> <p>Ability to manage and prioritise a busy workload, working methodically and to work on own initiative</p> <p>Good attention to detail</p> <p>Able to work under pressure</p>	<p>Knowledge of corporate and community group research for fundraising purposes</p>
PERSONAL SKILLS	<p>Excellent communication and listening skills</p> <p>The ability to network and communicate with a wide range of personnel including healthcare, business and academic professionals, volunteers, charity representatives, fundraisers and people affected by cancer</p> <p>Good interpersonal and social skills</p> <p>Professional and mature approach</p> <p>Reliable, dynamic and enthusiastic</p> <p>Motivation to work in the voluntary sector</p> <p>Flexible, adaptable approach and positive attitude</p> <p>Approachable, empathetic and diplomatic but confident with a sense of humour</p>	
CIRCUMSTANCES	<p>It will be necessary to represent the charity at external meetings and events</p> <p>Some unsocial hours will be required as part of the role and the ability to work flexible hours from time to time</p> <p>Ability to deal with emotionally challenging situations, such as patient stories and bereaved donors</p> <p>Team player – motivated and professional manner</p>	

	<p>Ability to engage in moderate physical effort, including setting up displays and travel between a range of locations in Leics. and Rutland</p> <p>Full driving licence and access to car is required</p> <p>Adherence to Hope's policies and procedures and fundraising legal requirements</p>	
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Terms & Conditions

Salary: £26,000 to £30,000

Contract: Permanent role; subject to probationary period

Hours of work: 37.5 hours (P/T considered for right candidate – pro rata)

Hope Against Cancer is committed to the effective training and development of staff. Regular individual performance reviews against SMART objectives take place monthly, with a more detailed six-monthly review. A formal appraisal is conducted at the end of each financial year.

How to apply

- 1) Upload your impressive CV
- 2) Write an honest covering letter to wow us!

Please send both to nigel@hopeagainstcancer.org.uk

If you have not heard from us within 5 days following the application, please assume you have not been successful on this occasion.

Deadline for applications: Rolling.

Please submit your application quickly as we will be conducting a rolling interview process for suitable potential candidates.

Interviews: Flexible/Dates to be arranged/agreed