RECRUITMENT INFORMATION PACK

REGIONAL FUNDRAISER
(WEST MIDLANDS)

APRIL 2013
c£24K plus £4K car allowance
WELCOME
Thank you for your interest in joining the Fundraising team at Teenage Cancer Trust. This pack should give you all of the information you need to help you find out more about us and the role of Regional Fundraiser - West Midlands

ABOUT YOU
There's lots of information in the Job Description itself but in brief we're looking for an experienced Regional Fundraiser to join the successful Northwest & West Midlands fundraising team.

We're looking for someone with at least 2 or more years fundraising experience, ideally within a similar Community/Regional Fundraising operation, that can help us deliver some remarkable services for young people with cancer across the West Midlands region.

You will need to be able to juggle the varied demands that are placed on a supporter-led fundraising operation and be adept at building relationships with supporters and volunteers from all works of life and across the entire region. You will be someone who relishes solving problems when they come up, values people and relationships and thrives on delivering results. You will also not be worried about putting in the travel and occasional evening/weekend that supporting a large fundraising region requires.

If any of this sounds like you then we need to talk.

GEOGRAPHY & LOCATION FOR THIS ROLE
Most of the Regional Fundraising teams are home-based. Principally this means they travel extensively across their patches using their own home offices as their base. None of the Regional Fundraising team sees themselves as people who sit at desks.

Teams are small and focused on delivering the best results in the most effective way. The Northwest & West Midlands Regional Fundraising Team is a small and dynamic group of one Regional Fundraising Manager, three Regional Fundraisers and one Regional Administrative Assistant.

The team’s fundraising work is extremely varied having secured generous donations from Major Donors, Trusts and Foundations and Companies as well as supporting Challenge events and School fundraising activities. Our focus is on motivating volunteers to raise funds on our behalf rather than shaking a tin ourselves. At Teenage Cancer Trust the Regional Fundraising team has a broad remit and raises over £5m each year.

The wider team for this area includes Regional Education & Advocacy Managers and a Service Development Manager. In addition a Media Relations Manager based in London has specific responsibility for supporting the regional communications plan for the area. The whole team meet regularly to ensure that they are working in the best way for the teenagers, young adults, their families and friends that need our support.

The Region itself stretches across the West Midlands, Coventry, Warwickshire, Herefordshire and Worcestershire. It also takes in Shropshire and smalls parts of Wales. The West Midlands region is detailed overleaf.
OUR CULTURE
We're a smaller organisation than most people think. Despite our recent growth our total staff numbers – that's everyone, not just fundraising - is around 120 people. This means we are still small enough to make decisions quickly, seize opportunities when they arise and behave in an entrepreneurial but professional way. It makes working for Teenage Cancer Trust exciting, vibrant and dynamic but it also means that if you are someone who prefers to be given an answer rather than help create the solution then you won't enjoy how we work.

We value collaboration over competition, see challenges as opportunities and welcome the views of everyone across the team. It doesn't matter how long you've worked here or what level your role is - you become one of the team immediately and your views, perspectives and opinions will matter.

OUR FUNDRAISING
Our Fundraising has grown significantly in recent years - both in terms of income generation and team members. Our income profile is different to lots of charities in that half of our annual income is delivered by the Regional Fundraising team, around a third from our sector-leading Corporate partnerships team and other income from our Music, Events and Individual Giving activities.

Since 2008/09 we have increased our income from £8.7m to £12m and the numbers of people in Fundraising have also increased during this time.

As you might have gathered by now - we're pretty honest, up-front and direct. It's hard to get across what it is like to work at Teenage Cancer Trust without things sounding cheesy but we do see ourselves very much as a team. We are driven on by a commitment to seeing our fundraising efforts, late nights and miles driven turn into direct results for young people with cancer. It's a pretty special place to be.

ABOUT REGIONAL FUNDRAISING
Regional Fundraising is the biggest fundraising team at Teenage Cancer Trust both in terms of income and people. We raise over £5m each year and have seen our income increase by 65% since 2008/09. The backbone of our income is delivered by the remarkable young people, their families and friends who directly experience Teenage Cancer Trust's support during their cancer experience. We also raise significant and growing amounts of income from volunteers across the UK, schools, colleges and universities and the more typical community fundraising mix.

We focus our regional areas around the Teenage Cancer Trust services that are delivered within them and these areas are then allocated to three core regions of North, East and West.
The majority of the Regional Fundraising team are home-based across the UK and are - in their own words - pretty much the noisiest team in the whole charity.

**THE ROLE**

The West Midlands region has been performing well but now needs a strong, experienced fundraiser to come in and with the support and guidance of the Regional Fundraising Manager take the region forward into the next phase of its development.

There is huge potential in the West Midlands and we need an established fundraiser that can really ‘hit the ground running’ as there are already a huge number of events and relationships in the pipeline. However there is still plenty of scope for the right candidate to really develop the region as a whole and achieve something. It is in no way the finished article.

You will not be on your own as there is significant strategic and operational support for Regional Fundraising within Teenage Cancer Trust. It's definitely not the ‘poor relation’ it can sometimes be seen as within other fundraising charities. Far from it. Not only are there strong working relationships within the Northwest & West Midlands team itself but across all of the Fundraising departments as well.

We also have some superb relationships with our Services and Education teams who very much value fundraising and support it whenever possible.

**WHAT THE REGIONAL TEAM THINK**

“Having been in post just three weeks, one of the things that has struck me most about Teenage Cancer Trust is the warmth, energy and enthusiasm of both staff and supporters. I feel that Teenage Cancer Trust, just like the young people they care for, are at a pivotal point in their life and it is a really exciting time to be joining them as we look ahead, plan and step out into the next phase of development. I know the journey is going to be an exciting one!”

Linda Trew, Regional Fundraising Manager (South East)

“Our fundraising across the UK is a real mix and no two regions are the same. We all work in a fast-paced, flexible and highly ambitious culture which is underpinned by an expanding Learning and Development Team. The interests of our teams are important to us and the culture is incredibly motivating. We have the opportunity to feed into organisational strategy and development and we respond to, and embrace change. Our supporters are exceptional and an absolute pleasure to work with.”

Christine Jason, Head of Regional Fundraising (North)

“On joining my welcome was amazing, it made me feel that I had joined something quite special. What makes Teenage Cancer Trust different is the ability & ease that you can contact people & get an answer really quickly without having to go through so many levels before you get an outcome. I think that the potential for Teenage Cancer Trust in terms of income is huge. At the moment, it feels like we are just skimming the surface.”

Sharon Sheridan, Regional Fundraiser (East of Scotland)

“I am now in my fifth year at Teenage Cancer Trust and it still feels as fresh and exciting as the day I joined. Management trust us, there is an open door policy with our CEO and we are all encouraged to help the charity in its aims and objectives ...but the best part is that we are valued and I mean really valued, which counts for a lot, especially when you are a fundraiser! I’d recommend working with us because we have passion and energy, we know what is expected of us and we are given the tools to go out there and make a difference – nearly 5 years on, I wouldn’t dream of working anywhere else!”

Heather Bowen, Regional Fundraising Manager (Yorkshire & East Midlands)

“Having worked in the sector for 8 years, I have never come across an organisation that balances head and heart so perfectly. Teenage Cancer Trust is strategic, creative, complex and results driven. We break new round constantly but cherish initiatives that come up with the goods time and time again. Evidence based, well rationalised judgements are called for if you work for this organisation! Working to help teenagers and young people means that we frequently meet these young cancer patients and their families and as an organisation we work together to achieve the best that we can for them. So to work for Teenage Cancer Trust is to work for a nimble, dynamic organisation with a big heart. We also have a lot of fun - so a sense of humour is crucial!”

Theresa Preston, Head of Regional Appeals (West)
ABOUT TEENAGE CANCER TRUST
Our vision is a future where young people's lives don't stop because they have cancer.

We make sure they're treated as young people first, cancer patients second and everything we do aims to improve their quality of life and chances of survival. We lead the world in the care of young people with cancer. Together with these young people, their families and the passion of our supporters, we're challenging healthcare to improve and transform lives.

Over 21 years we have learnt a lot about what it's like to be a young person with cancer and we understand their unique emotional, physical and practical needs. Around six young people aged between 13 and 24 are diagnosed with cancer every day in the UK. Without Teenage Cancer Trust these young people are treated alongside children or elderly patients at the end of their lives. Being away from your normal life, friends and environment at such a vulnerable time is the last thing young people and their families need.

They need expert treatment and support from the moment they hear the word 'cancer' and we're the only charity dedicated to making this happen.

WHAT WE DO
We bring young people together so they can be treated together, by teenage cancer experts, in the best place for them. Teenage Cancer Trust develops specialist units within NHS hospitals that bring young people aged between 13 and 24 together, to be treated and supported by Teenage Cancer Trust nurses and youth support coordinators in a place designed just for them.

We know providing a place that feels a bit more 'normal' helps young people cope with the devastation and chaos of cancer and its gruelling treatments. We know that our specialist nurses and youth support coordinators see young people as young people first and cancer patients second.

Our units are designed to feel like a home from home, where young people will feel comfortable. The walls are bright, the furniture is funky, there might be pool tables and a jukebox, and there's always a place to watch films and surf the net.

We want every young person with cancer to have access to our vital specialist support, no matter where they live in the UK.

OUR CHALLENGE
Teenage Cancer Trust has funded, built and now maintains 25 units across the UK. In addition to this we fund the specialist Teenage Cancer Trust nurses and youth support coordinators who work in these units to make a daily difference to the lives of the young people they treat and support.

We plan to build a further 10 units so that all young people needing hospital treatment for cancer across the UK have access to the dedicated, specialist support we provide, no matter where they live.

Currently only half of young people with cancer have access to Teenage Cancer Trust units and services. We have to reach the other half. We are the only people who can. Doing this will mean many more specialist Teenage Cancer Trust nurses, more innovative models of care and will need us to raise more funds.

In 2010/11 our supporters helped Teenage Cancer Trust to raise £11.9 million. We know we must significantly increase this in order to fight for the needs of young people with cancer across the UK. We have remarkable supporters who will help us do this, but we need many more. We also need to continue to develop a remarkable fundraising team to help us achieve our ambitions - and this is where you come in.
APPLICATION PROCESS

Please apply through our website [www.teenagecancertrust.org](http://www.teenagecancertrust.org). Please upload your CV and a supporting statement of no more than two sides of A4 together as one document of no more than six pages.

Closing Date:  
Friday 17th May 2013 (12 Noon)

Phone Interviews:  
Tuesday 21st May 2013

Panel Interviews:  
Tuesday 28th & Wednesday 29th May 2013, Birmingham

Final Interviews (phone):  
Friday 31st May 2013
JOB DESCRIPTION & PERSONAL SPECIFICATION

Job Title: Regional Fundraiser - West Midlands
Hours: 35 Hours a week
Location: Home-based within West Midlands
Responsible to: Regional Fundraising Manager (Northwest & West Midlands)
Type of Employment: Full-time
Salary & Benefits: Pension, health cover, 25 days annual leave plus statutory Bank Holidays

**Main Purpose of the Job**

To maximise the fundraising potential for the region and contribute to the regional budget and target by achieving and surpassing targets.

To provide fundraising support to all Teenage Cancer Trust supporters across the region
To help supporters in their communities develop fundraising events and activities into continuing and sustainable sources of income for Teenage Cancer Trust

**Key Areas of Responsibility**

- In conjunction with the Regional Fundraising Manager to create, implement and monitor the fundraising plan for the area
- To research the region to identify Major donors, charitable trusts and potential supporters
- To develop, manage and support local appeal groups or committees
- To manage and motivate volunteer fundraisers and encourage them with effective networking
- To coordinate and ensure the success of the regions programme of challenge events
- To research and apply to local trusts and foundations
- To research and network with local fundraising organisations and clubs eg. Rotary, WI etc
- To make presentations as required to groups, companies and clubs
- To work with the Teenage Cancer Trust’s PR team to proactively develop relationships with the local media to ensure coverage is maximised locally at every opportunity
- To work with the Education specialist in the area to maximise fundraising networks in schools
- To maintain accurate records of all income, expenditure and pledges and ensure that all monies raised are accounted for and banked as appropriate
- To produce fundraising reports as required
- To represent Teenage Cancer Trust appropriately and effectively in settings across the region as needed and in other regions as might be needed due to holiday cover or other work pressures/priorities

**Other Duties**
• Undertake any other duties that are commensurate with the post as requested by the Manager.
• Carry out the duties of post in accordance with the Trust’s policies and procedures on Health and Safety and take responsibility for ensuring personal health and safety.
• Work flexibility, prioritise workload and work as part of a team.

**Key interfaces/interdependencies of the role**

• Internally - this role requires strong working relationships across the Regional Fundraising team. It also requires the post-holder to be able to establish and maintain strong working relationships with other key internal departments other Fundraising teams, Finance, Office Management, Communications & Education.
• Externally - supporter contact is essential at all levels and the post holder will need to demonstrate a clear commitment to meeting supporter needs.
## PERSONAL SPECIFICATION

<table>
<thead>
<tr>
<th></th>
<th>Essential</th>
<th>Highly Desirable</th>
<th>Method of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Qualifications</strong></td>
<td>Educated to degree-level or with equivalent professional experience</td>
<td></td>
<td>CV Certificates</td>
</tr>
<tr>
<td><strong>Experience</strong></td>
<td>Minimum of two years fundraising experience in at least two of the following: Community, Trusts, Challenge Events or Corporate Experience of working with volunteers and/or volunteer fundraisers Experience of presentations and public speaking Experience of working in a target led environment Experience of managing multiple and sometimes conflicting priorities in an efficient and effective way</td>
<td>Experience of fundraising in the region Experience of fundraising for medical/health or youth causes.</td>
<td>Supporting Statement CV Interview References</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td>Able to work to own routines, priorities and deadlines with minimal supervision Excellent written and verbal communication skills, with proven ability to influence, persuade and negotiate Numerate &amp; financially literate Confident using a computer in a networked environment and be experienced in using Microsoft Office software: Outlook, Internet Explorer, Word, Excel and PowerPoint</td>
<td>Strong commitment to attention to detail and accuracy Prior use of the CARE or an equivalent database</td>
<td>Supporting statement CV Interview References</td>
</tr>
<tr>
<td><strong>Knowledge</strong></td>
<td>An understanding of and interest in the issues affecting teenagers and young adults with cancer.</td>
<td>Charity Law and procedures in England, Wales, Scotland and Northern Ireland</td>
<td>Supporting statement CV Interview References</td>
</tr>
<tr>
<td><strong>Personal Attributes</strong></td>
<td>An excellent communicator – in writing, face to face and over the phone Good decision making and problem solving skills Results driven and passionate An enthusiastic and helpful approach – keen to solve problems and assist colleagues and</td>
<td></td>
<td>Supporting statement CV Interview References</td>
</tr>
</tbody>
</table>
| **Other** | Able to attend evening and weekend meetings and undertake extensive travel throughout the region. Able to, on occasion, travel more widely for other relevant activities. Candidates require a fast broadband connection and a good mobile phone reception at their preferred work location in order to connect effectively to the office systems. Full driving licence and use of a car for business purposes Home-based within the patch covered by the role. Able to provide a suitable work space within their own home. A CRB check will be required before an appointment can be confirmed | Home-base will preferably be in an area that affords good access to transport infrastructure due to the needs of the role. | Interview  
CRB Check |
| **Attitudes and Values** | A commitment to the philosophy and ethos of Teenage Cancer Trust |  | Interview |
# TEENAGE CANCER TRUST: STAFF BENEFITS

**Staff Benefits Include:**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Leave</td>
<td>33 days including Bank Hols</td>
</tr>
<tr>
<td>Beneficial Loan</td>
<td>Up to £300 loan for staff who regularly incur expenses as part of their role. No cost to employee</td>
</tr>
<tr>
<td>Car Allowance and Mileage Allowance</td>
<td>For staff who need to travel as part of their role. Terms as per contract</td>
</tr>
<tr>
<td>Childcare Vouchers</td>
<td>Savings made by buying childcare vouchers through a salary sacrifice scheme, which means less tax and NI is paid</td>
</tr>
<tr>
<td>Cycle to Work scheme</td>
<td>Access to Govt scheme. Various options. Eligible after successful completion of probation</td>
</tr>
<tr>
<td>Further Education &amp; Exams</td>
<td>Paid time off for approved courses. 2 days revision + exam day paid for approved qualifications</td>
</tr>
<tr>
<td>Group Income Protection</td>
<td>Provided through Canada Life. 75% of basic salary paid for approved cases paid monthly whilst on long-term sick. Eligible after successful completion of probation, approval is by Canada Life</td>
</tr>
<tr>
<td>Group Life Assurance</td>
<td>Provided through Aviva. 2 x annual salary payment if death occurs whilst in service, up to age 65</td>
</tr>
<tr>
<td>Group Pension</td>
<td>Provided by Aegon. We match contributions for 3%, 4% and 5%. Payments can be through salary sacrifice, which means savings made on tax and NI will be added to the total contribution. Eligible after completion of 3 months service</td>
</tr>
<tr>
<td>Maternity leave</td>
<td>Enhanced payment for first 6 weeks of maternity leave. Eligible where Statutory Maternity Pay (SMP) applies</td>
</tr>
<tr>
<td>Season Ticket Loan</td>
<td>Interest-free loan to staff for purchasing a season ticket for travel to work. Eligible after successful completion of probation</td>
</tr>
<tr>
<td>Sabbatical leave</td>
<td>Staff with four years service may apply for unpaid sabbatical leave for up to one year.</td>
</tr>
<tr>
<td>Westfield Health</td>
<td>Free Health Cash Plan enables recovery towards some health-related costs, eg dentist, opticians. Also, other benefits such as health checks, confidential counselling service, access to telephone consultation with a Doctor, etc</td>
</tr>
</tbody>
</table>

April 2013