
**Job Description**

**Job title:** RFC Campaign Manager

## **Reports to:** RFC Head of Capital Campaign

**Location:**  Hybrid working, with regular attendance, including Thursdays, at our central office at the Royal Free Hospital, NW3. Other office days may be worked from our other sites at Barnet Hospital, EN5 and Chase Farm Hospital, EN2

**Full time:**  37.5 hours per week (we welcome flexible working requests)

**Responsible for:** Cultivating, soliciting, and stewarding philanthropists and major donors, foundations, and corporate supporters, encompassing existing, potential, and lapsed donors for the Royal Free London Cancer Centre campaign.

**Main Purpose** The main purpose of this role is to secure five and six-figure donations for the capital fundraising campaign supporting the construction of a new cancer centre on the site of the Royal Free Hospital in Hampstead.

**Key internal and external contacts**

**Internal:** Director of Fundraising & Campaigns, RFC Chief Executive, RFC Chair, RFC

Trustees, RFL Trust Senior Leadership Team, RFC fundraising team, RFL cancer clinicians.

**External:** Campaign Development Board chair and board members, Key stakeholders, donors and senior volunteers, corporate partners and key decision makers associated with charitable trusts and foundations.

**Financial dimensions**

The total fundraising income target for the five-year capital appeal (incl. public phase) is expected to be in the region of £50 million.

**Key tasks and responsibilities**

**Major Gift Fundraising**

* Identify, research, cultivate, and steward relationships with individuals, trusts & foundations and corporations, including existing, potential, and lapsed major donors, with a focus on securing five-figure gifts in line with agreed targets.
* Work with the prospect researcher to identify and qualify potential major donors, trusts & foundations and corporations who have the capacity to make five-figure gifts.
* Develop and implement personalised solicitation and stewardship plans for a portfolio of individual donors, trusts & foundations and prospects, including cultivation events, tailored applications, proposals, impact reports and recognition strategies.
* Develop and write compelling proposals, grant applications and presentations for individual gifts, tailoring them to individual interests and giving capacities.

**Campaign Strategy and Leadership**

* Contribute to the development and implementation of the campaign fundraising strategy, leading the development and execution of the individual gift fundraising, specifically targeting five-figure gifts, including existing, potential, and lapsed major donors and Trusts & Foundations.
* Collaborate with the engagement and communications team when needed to develop compelling case studies and fundraising materials.

**Stakeholder Engagement**

* Develop strong relationships with internal stakeholders, including clinical staff, RFC colleagues and external stakeholders, such as philanthropists and corporate partners, influencing effectively to cultivate and secure support for the cancer centre campaign.

**Operations & Administration**

* Ensure that donor records are accurate and kept up to date and that all information relating to donors is produced and stored in line with the data protection regulations and best practice.
* Support the campaign team and wider philanthropy team by
	+ Contributing to the campaign annual planning and reporting process, including progress reports and financial reports
	+ Collaborating on cross-functional initiatives, such as donor events and communications campaigns.

This job description is not exhaustive; the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.

##### **Person Specification**

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##### **Essential knowledge**

**EK1** Understanding of philanthropy/major donor and trusts fundraising, together with a good understanding of other fundraising opportunities such as corporate and events.

**EK2** Intellectual capacity to acquire an understanding of the Royal Free’s range of provision together with our values and ethos, to interact credibly with both high-level donors and with service users.

**EK3** An appreciation of substantial wealth sources in the UK, particularly North London, together with an awareness of the motivations of philanthropic wealthy individuals in order to maximise opportunities for major donor relationships.

##### **Essential skills**

**ES1** Very strong interpersonal skills in order to influence and persuade at decision making levels with corporate supporters, trusts & foundations and with major donors in order to make successful fundraising asks.

**ES2** Substantial empathy and social skills in order to build effective working relationships with significant individuals including: senior business people; influential celebrities; wealthy individuals; staff; service users; and Trustees.

**ES3** Analytical skills in order to identify and evaluate fundraising options.

**ES4** Strategic planning and organisation skills to: manage projects and multiple priorities, and to ensure appropriate fundraising administration processes.

**ES5** Persuasive oral and written communication skills.

**ES6** Able to contribute and deploy creativity and innovation.

##### **Essential experience**

**EE1** A minimum of two years’ experience of working in fundraising/development management, which may have included experience of fundraising campaigns and/or major gift fundraising.

**EE2** Experience of influencing, negotiating and working in collaboration with high-level contacts both internal and external to an organisation.

**EE3** Successful track record of fundraising personally, either major donors or within corporate organisations.

**EE4** Experience of motivating self to achieve demanding performance targets.

##### **Desirable experience**

**DE1** Working with senior volunteers and their networks or equivalent

**DE2** A proven track record in other areas of fundraising, e.g. corporate, trusts, etc.

**DE3** Fundraising/development within an NHS Trust or Higher Education environment.

**DE4** Experience in the use of SharePoint and Raiser’s Edge.