
**Job Description**

**Job title:** RFC Senior 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 six and seven-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 high-net-worth individuals, trusts & foundations and corporations, including existing, potential, and lapsed major donors, with a focus on securing six and seven-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 six and seven-figure gifts.
* Develop and implement personalised solicitation and stewardship plans for a portfolio of HNWI, major 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 major gift prospects, 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 major gifts fundraising, specifically targeting six and seven-figure gifts, including existing, potential, and lapsed major donors and trusts & foundations.
* Collaborate with the engagement and comms team when needed to develop compelling case studies and fundraising materials.

**Stakeholder Engagement**

* Cultivate and manage relationships with key members of the Campaign Development Board, recognising their critical role in the campaign's success. This includes providing regular updates and strategic briefings, identifying and facilitating opportunities for board members to engage with top prospects and meticulously tracking follow-up actions.
* 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** Comprehensive understanding of the philanthropy/major donor and trusts fundraising markets, together with a good understanding of other fundraising opportunities such as corporate, events and legacies.

**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 to maximise opportunities for major donor relationships.

##### **Essential skills**

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

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

**ES3** Analytical skills to identify and evaluate fundraising options; use financial and other performance management data.

**ES4** Strategic planning and organisation skills to: produce strategic and operational plans, 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.

**ES7** IT skills - able to exploit the application of a fundraising database.

##### **Essential experience**

**EE1** A minimum of three years’ experience of fundraising/development management, which will have included experience of capital appeal/s and/or major gift fundraising.

**EE2** Substantial 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, from significant individuals – either major donors or within corporate organisations.

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

##### **Desirable experience**

**DE1** Working with Campaign Development Board members or senior volunteers 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.