

# Pancreatic Cancer UK

Job information pack  
Events Fundraising Officer

# Thank you for your interest in Pancreatic Cancer UK



It is a pleasure to know that you are interested in working with us. Please find enclosed further information about this position, which I hope you find helpful.

I have just joined the charity as CEO, and this is a very exciting time to join us as we enter our planning cycle for the coming financial year, building on recent growth and impact.

**Pancreatic cancer is a tough one but we're taking it on.**

**We are supporting those affected by the disease, investing in ground breaking research, lobbying for greater recognition of pancreatic cancer, and being a voice for everyone involved in the fight.**

**Together we are taking on pancreatic cancer.**

- We provide expert, personalised support and information via our Support Line and through a range of publications
- We fund innovative research to find the breakthroughs that will change how we understand, diagnose and treat pancreatic cancer
- We campaign for change; for better care, treatment and research, and for pancreatic cancer to have the recognition it needs.

Pancreatic cancer is the tenth most common cancer in the UK, with 9,400 people diagnosed each year. For decades pancreatic cancer has remained on the side-lines, with survival rates stuck at 3%, and only 1.4% of the total cancer research spend<sup>1</sup> dedicated to beating the disease.

But things are changing.

We've seen the start of positive change in treatment and care for pancreatic cancer patients. Today five year survival rates across the UK are at around 5%, that's 180 more people each year surviving for five years or more.

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<sup>1</sup> National Cancer Research Institute partner spend

We will have the first ever national pancreatic cancer clinical guidelines to aid those involved in the diagnosis and treatment of the disease. And UK research investment has now reached £10 million a year.

We have much more to do.

Our ten-year vision is to transform the future for everyone affected by pancreatic cancer.

We will work to increase research spend to a game changing £25 million, with £10 million raised by our own team in the next five years. We will campaign for improved access to treatments, and better care for everyone with the disease. We will double the reach of our flagship service, the Pancreatic Cancer UK Support Line. And increase our income to £10 million a year by 2022.

But we can't do this alone. We have always been at the heart of a determined community of people who share our ambitions. Our staff and volunteers are critical to the success of our plans.

If you feel energised by the prospect of joining our team to help take our challenging agenda forward, we would love to hear from you. You will be joining a great team of determined staff and volunteers in a fast moving organisation with a collaborative, professional culture.

Please take time to read through this job pack, take a look at our website and read through the job description and person specification to see how you would meet with our needs.

We hope to hear from you soon.

With best wishes

**Diana Jupp**

Chief Executive Officer

# Job Description

## Event Fundraising Officer

### Background

This post is based in the Community and Events Team within the Fundraising department. The department has a fundraising target of £3.7 million.

This is an exciting time to join the team as Pancreatic Cancer UK is a fast growing charity. We are expanding our community and events portfolio and developing several new fundraising activities.

### PURPOSE

The Events Fundraising Officer will work closely with the Community and Events Team to maximise income from existing fundraising activities as well as support the development of new areas of income. The role will involve marketing and recruiting supporters, organising event logistics, providing support to fundraisers and ensuring income targets are met

### MAIN RESPONSIBILITIES

#### Community and events fundraising programme

With support from the Events Manager and Head of Mass Marketing Fundraising, you will have responsibility for planning, developing and carrying out the day to day coordination of key events and activities within the fundraising calendar such as the London Landmarks, Prudential RideLondonSurrey-100 and Royal Parks Half Marathon. This involves producing project plans, marketing plans and communication plans.

Ensure activities reach agreed targets within budget and that they are evaluated effectively in order to identify opportunities for development.

Develop marketing plans that look to increase repeat participation of existing supporters as well as engage new supporters with the charity.

Support the charity's community and events fundraising strategy, identifying opportunities for cross selling, supporting 'local' activities and forging excellent relationships with our supporters and volunteers, offering guidance and advice.

Liaise with external suppliers (e.g. London Marathon, RealBuzz), negotiating on the best rates and packages possible for Pancreatic Cancer UK and staying abreast of new opportunities.

Provide a Pancreatic Cancer UK presence at events across the UK, coordinating logistics, recruiting volunteers in order support participants and promote the charity brand.

## **Stewardship**

Develop communication plans that offer a high level of donor care to fundraisers in order to build a strong relationship with our supporters and increase their lifetime value with the charity.

Provide day to day support to our fundraisers. This includes but is not limited to, responding to general enquiries by both telephone and email, providing support and advice on all aspects of fundraising, relevant best practice rules and fulfilling orders for fundraising materials promptly.

Act as the main point of contact for our key events, offering guidance on registration, fundraising and event logistics to deliver a high standard of donor care to all fundraisers.

Proactively identify and bring current/potential high level fundraisers to the attention of the Director of Fundraising and Marketing, and Head of Mass Marketing Fundraising.

Adhere to all compliance and data protection regulations laid out by the organisation and wider charity sector. Ensure all donors are treated with respect, integrity and as they have requested.

## **Fundraising communications**

Update the content on the fundraising section of the website so that information is always accurate and engaging to our supporters.

Support the development of fundraising communications via other channels (e.g. Twitter, blogging, Facebook and publications).

To ensure all external messaging and communications are accurate and operating within the brand guidelines.

## **Fundraising administration and finance**

Assist the Events Manager and Head of Mass Marketing Fundraising in setting annual income and expenditure budgets and forecasts, monitoring these on a monthly basis and ensuring that they are tracked to achieve the targets for their projects.

Use the charity database efficiently and effectively to generate regular reports to support analysis of fundraising activities, financial information and mailing lists.

Carry out accurate data inputting on to the charity database and ensure that you follow best practice guidelines.

Ensuring donors are thanked in a timely fashion and that thank you letters are regularly updated, and chasing letters are sent to supporters who are below their pledge target.

Support the Donations team by ensuring accurate recording of information on the charity database, Raisers Edge, and notifying them of any BACs payments expected.

## **Fundraising volunteers**

Recruit, train and manage Event Support Volunteers in line with the charity's volunteer and HR policies, liaising closely with the Head of HR and Senior Engagement Manager.

**Team working**

Work closely with the Donations team in order to record income accurately on the database and with the Finance team.

Ensure stories and case studies are passed on to the Communications team, and to work constructively with the Services and Information team.

Co-ordinate and provide support to the wider Fundraising team as required.

**General duties**

Work with the Events Manager and Head of Mass Marketing Fundraising to identify and increase other income streams when needed.

Attend occasional website meetings to discuss online activities.

Undertake other fundraising activities as reasonably requested.

# Person Specification

Criteria	Essential (E) Desirable (D)	Application (A) Interview (I) Test (T)
<b>Experience</b>		
Experience of working in a fundraising or marketing role	E	A,I
Delivering excellent supporter care experiences to fundraisers	E	A,I
Managing a variety of projects and meeting multiple deadlines	D	A
Accurate financial management (budgets, reforecasting and achieving financial targets)	E	A,I,T
<b>Knowledge and understanding</b>		
An understanding of marketing fundraising activities	E	A,I
<b>Skills</b>		
Excellent IT skills, particularly in relation to Microsoft Office Outlook, Word and Excel	E	A
Experience of Raisers Edge or a similar database	D	A,I
Excellent organisational skills, and highly efficient with the ability to manage a busy and demanding workload and to meet deadlines	E	A,I
Ability to quickly build rapport and establish strong relationships with stakeholders internally and externally at all levels	E	A,I
Adopts a proactive approach to work	E	A,I
Capable of coming up with innovative ideas and ways of doing things differently in order to achieve goals and overcome challenges	E	A,I
Able to cope under pressure and manage your own workload	E	A,I
Persuasive and effective written style with an eye for detail	E	A,I,T
Excellent communication skills, both verbal and written, and the ability to negotiate on behalf of the charity	E	A,I
<b>Personal qualities</b>		
Enjoys working as part of a team and being a team player	E	I
Willingness to undertake a wide range of activities at different levels, and a flexible approach to working life in a small,	E	A,I

growing charity		
Commitment to vision, mission and values: Determined, Compassionate, Pioneering, With Integrity, and to learning and development	E	I
<b>Other requirements</b>		
Right to work in the UK at the time of application	E	I



## Main terms of employment

Reporting to:	Events Manager
Salary:	£25,500- £26,264 per annum
Band:	Officer
Location:	Westminster House, 3 Albert Embankment, London SE1
Hours:	35 hours per week, 9am to 5pm
Tenure:	Permanent
Flexible working:	We provide flexible working arrangements to support team productivity and stability. This may include changed working patterns and working from home on occasions.
Holidays:	25 days per year, plus bank holidays. The holiday year runs from 1 April to 31 March.
Pension:	Eligible employees will be automatically enrolled into our Royal London pension scheme after three months if they join before 1 April 2018. From 1 April 2018 all employees will be automatically enrolled when they join. PCUK will contribute 4% of gross salary; employees are required to contribute 1% from 1 October 2017 and 3% from 1 October 2018. Employees can opt out of the scheme at any time.
Benefits:	We operate a government-approved childcare voucher scheme, offer travel loans for the purchase of an annual season ticket and a death in service benefit. All employees have access to our employee assistance programme offering a free, confidential helpline on work and personal matters.

## How to apply

1. Please submit a **CV with a Supporting Statement** to [jobs@pancreaticcancer.org.uk](mailto:jobs@pancreaticcancer.org.uk) setting out how you meet the essential criteria marked A for application, as set out in the person specification above. If you meet the desirable criteria, you can refer to those too.
2. Please complete the **Supporting Statement Template** we have provided, setting out how you meet the essential criteria marked A for application. If you meet the desirable criteria, you can refer to those too. For each criterion, you need to provide actual examples from your work experience, Please note that you are very unlikely to be shortlisted unless you prepare this Supporting Statement – a generic covering letter is unlikely to provide the information we need

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3. The **closing date** for submitting applications is Monday, 29 **January 2018** at 9am.
4. **Interviews** will take place in London on Tuesday, 6 **February 2018**.
5. If you are invited to interview, you will need to bring an original document to prove your **right to work in the UK**. Details will be provided in the invitation.

January 2018