



Job Title	Head of Community Fundraising
Directorate	Public Fundraising
Accountable to	Associate Director of Public Fundraising
Responsible for	Community Fundraising

About Us

The Royal Marsden Cancer Charity raises money to save the lives of people with cancer, everywhere. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to save the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

With one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we are delivering our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity is committed to its biggest fundraising appeal to date, for a new major development project in Chelsea. There is also an extensive portfolio of engaging projects outside of the capital appeals that help to support all aspects of the hospital's work to improve the lives of cancer patients.

Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

Respectful

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

Kind

We are caring, responsive, considerate, and generous with our time.

Ambitious

We have high aspirations and are enterprising in our approach.

Purposeful

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

Versatile

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

The Community Fundraising Team

Working for us offers you a challenging and rewarding career, as well as the chance to help save the lives of those living with cancer.

Our Community Fundraising team stewards some of our most dedicated supporters, who organise events and bring their networks together to raise up to six figure sums.

The team also leads the development and delivery of our mass participation fundraising programme. This includes our flagship fundraising event, The Banham Marsden March, which has raised over £21m in the last 15 years, as well as an extensive programme of third-party challenge events.

As a high performing and ambitious team, they raised over £6.5m in 2024/25, and there are plans to continue to grow income in the coming years.

Job Purpose

The Head of Community Fundraising plays a pivotal role, leading and growing the Charity's community fundraising programme to support The Royal Marsden's world-class cancer research and care.

As part of the Leadership Team, the postholder works collaboratively across departments and with senior stakeholders to drive income growth, steward key relationships, and ensure we achieve Charity's ambitious goals.

Working Relationships

The Head of Community Fundraising is an integral part of the Leadership Team of fellow department Heads and works very closely with the Senior Leadership Team. The Community Fundraising Team is hugely collaborative working across the Charity, with colleagues in The Royal Marsden and with our trusted agencies and partners, therefore, this role will work closely with the Marketing & Digital team, Finance, Grants, Data & Fundraising Operations, the Legacy team, Individual Giving, Philanthropy & Partnerships teams, Trust Marketing & Communications, the Trust Volunteering team, as well as our external partners. This role will also work closely with our supporters and our volunteers.

Key Areas of Responsibility

- 1.1 Lead and manage a high performing team, supporting their learning and development, promoting a culture that champions our Values and supports the successful delivery of the Community Fundraising strategy.
- 1.2 Develop and lead the Community Fundraising strategy to deliver significant growth across the programme.
- 1.3 Lead and motivate the Community Fundraising Team to ensure exceptional supporter relationship management and stewardship to aid supporter retention and income growth.
- 1.4 Oversee the delivery of our flagship fundraising event, The Banham Marsden March, to ensure it meets its income goals and is delivered safely.
- 1.5 Work collaboratively across Public Fundraising, with the Head of Legacy and Head of Individual Giving, to develop supporter centric journeys that optimise income opportunities across teams and ensure every supporter feels valued and informed.
- 1.6 Monitor the performance of the Community Fundraising product portfolio and work with the team to optimise our existing products and develop new initiatives which will support our goals to reach new audiences and deliver sustainable unrestricted income growth.
- 1.7 Ensure the Community Fundraising Team delivers on its plans and is efficient and effective by:
 - providing regular progress reports against objectives, KPIs and milestones
 - contributing to the annual planning and budgeting process
 - reporting against income and expenditure budgets and reforecasting these regularly throughout the year

- managing the available expenditure budget across the year to quickly implement any changes in strategy as a result of performance.
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- 1.8 Build strong working relationships within the hospital to support our fundraising goals and help raise the profile of the Charity with staff, patients, friends and family.
 - 1.9 Work with the Senior Leadership Team to ensure that the Community Fundraising Team are fully informed and compliant with all existing and future changes to fundraising regulation and legislation and embed best practice processes.
 - 1.10 Oversee our volunteer programme, working across the Charity to support the effective recruitment and stewardship of volunteers.
 - 1.11 As a Head of team, play an active role in the leadership and operational management of the Charity, working collaboratively with the other Heads to achieve shared goals and aims.
 - 1.12 Oversee the operations of the online shop, developing a suitable retail product offering, and working closely with the Finance function to support the production of Trading Company accounts.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Experience and knowledge	
Experience of leading and managing a high performing team, driving performance and embedding cultural and process change	E
Demonstrable success in developing and delivering successful fundraising strategies to meet or exceed ambitious financial targets	E
Extensive experience of delivering a diverse range of Community Fundraising activities, including large-scale mass participation events	E
Experience of setting and managing budgets	E
Experience of managing external relationships, for example with agency partners and suppliers, including effective negotiation on costs and contracts	E
Key competencies	
Ability and willingness to model and demonstrate RMCC's Values	E
Capable of working at pace with the ability to proactively problem solve and adapt to change	E
Excellent communication and interpersonal skills evidenced by successful relationships with colleagues across different disciplines and at all levels	E
Excellent organisational skills and attention to detail	E
Highly numerate, able to understand and interpret budgets and financial reports	E
Capable of working under pressure to meet deadlines and dealing with multiple priorities at once	E
Able to work effectively and collaboratively with a variety of stakeholders, inside and out of the Charity	E
Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved donors	E
Proven commitment to diversity and inclusion, with the ability to embed inclusive principles across the community fundraising team and in supporter engagement activities.	E
An interest in cancer and health issues, with an understanding of NHS practices and procedures	D

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£65,000 - £75,000 per annum
Contract Type	Permanent
Hours of Work	37.5 per week
Location	Hybrid working, with a mix of office and home working, based at our Sutton site, with occasional working from our Chelsea site.
Benefits	27 days annual leave allowance, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more. Refer to our summary of benefits information attached, and on our website for further details.

Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working requests will be considered.

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff).
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self-referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.