



Recruitment Pack for:

## **Community Events Fundraising Manager**

December 2018

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At any one time there are around **17,500 people living with myeloma** in the UK.

## About Myeloma UK

Myeloma UK deals exclusively with myeloma, a type of blood cancer that affects plasma cells in the bone marrow. These cells produce abnormal proteins and can cause a range of complications including bone damage, kidney impairment and anaemia.

In the UK, there are approximately 17,500 people living with myeloma at any given time and around 5,700 diagnosed every year. Although there are a growing number of effective treatments, these do not work for all patients; 20 – 25% of whom have high-risk myeloma, which means their outlook is generally very poor with a survival horizon of just 2-3 years.

There is currently no cure for myeloma and our goal is to find a cure.

Myeloma UK helps myeloma patients live longer and with a better quality of life, providing a broad and innovative range of services which cover every aspect of myeloma, from providing information and support to patients, their families and healthcare professionals, to improving standards of treatment and care through research, education, campaigning and raising awareness.

Patients drive the organisation's sense of urgency and desire to accelerate the delivery of improved care, effective treatments and ultimately to help find a cure for myeloma

### Our strategic goals

The Myeloma UK team works tirelessly to accelerate breakthroughs that benefit patients in their everyday lives. We aim to:

- Support and improve care, experience and treatment for patients
- Find answers: invest in myeloma research
- Lead change: give myeloma the prominence needed

## Strategy and work

Myeloma UK want to address and remove, rapidly and systematically, the barriers and challenges that are slowing down or preventing research, development and access to new effective treatments, optimal care, support and information.

It is the understanding of these barriers and challenges and the solutions that have been put in place that has enabled Myeloma UK to improve access to the next generation of myeloma treatments in the clinic.

By contributing funding, speed and efficiency into the critical steps of the drug discovery, development and approval process, Myeloma UK is transforming the way in which myeloma is researched, treated and managed.

To achieve this strategy, Myeloma UK:

- Funds a translational research programme to uncover the genetic changes which drive myeloma and how this can be used for precision medicine, a ground breaking Clinical Trial Network that aims to accelerate patient access to new life-extending drugs; and a Health Services Research programme to inform how myeloma is treated and patient quality of life can be supported, and how patient care is designed, delivered and funded
- Provides resources for healthcare professionals so that diagnosis is improved, best practice is shared and patients receive the best possible treatment and care
- Works in partnership with decision-makers to ensure the earliest possible approval of new drugs and that the NHS provides the services patients and their families need. We do this through producing policy reports, providing empirical evidence, participating in consultations and launching strategic campaigns with the myeloma community
- Supports patients and their families through a comprehensive range of services including the Myeloma Infoline and Patient and Family Infodays

## Our values

Our values help make us unique; together they shape the way we behave as an organisation and assist us in our goal to make myeloma history. We value:

- Excellence – We constantly strive for excellence in everything we are involved with, helping us achieve consistently high standards while offering well-informed support. We have expert knowledge, delivering quality in everything we do
- Compassion – Our understanding nature underpins all conversations, meetings and interactions. This warmth helps us empathise with people in difficult situations, offering support while being thoughtful and considerate colleagues
- Passion – Our passion encourages us to go over and above, channelling our energy positively to make significant, measurable progress. We believe in what we do. Our desire to find a cure is unstoppable, as is our drive to help those affected
- Collaboration – We are united behind our goal of finding a cure for myeloma. To achieve this, we work with and support a wide variety of stakeholders to drive progress. This collaborative approach empowers us to work as a team, share progress, knowledge and involve the right people
- Innovation – We are always searching for new ways to challenge myeloma. Our work progresses new drugs and treatments; influences policy and encourages positive change. Our ability to look at situations from a variety of perspectives allows us to explore new avenues and find the best ways to support the people we interact with

## Job Description

<b>Post</b>	Community Events Fundraising Manager (permanent, full-time)
<b>Location</b>	Edinburgh
<b>Department</b>	Income Generation
<b>Reporting to</b>	Director of Income Generation
<b>Responsible for</b>	Senior Community Fundraisers, Community Fundraisers, Fundraising Support

### Job Summary

- The post holder will manage a strategic programme of community fundraising activity to maximise income and engagement, managing the team to deliver against set targets.
- The post holder will be responsible for working alongside the Director of Income Generation in developing and leading a major national fundraising campaign.
- As a member of the Income Generation Team, the Community Events Fundraising Manager will contribute towards the planning and delivery of the charity's strategic, operational and departmental plans.

### Key Deliverables

#### 1. Fundraising Activity

- Responsible for the development and implementation of the Community Fundraising strategy, ensuring ambitious income targets are achieved.
- Work as a senior member of the Income Generation management team, driving the development and implementation of the Income Generation strategy in line with the organisation's strategic aims
- Lead, manage and develop the Community Fundraising Team to ensure the team are highly skilled and motivated to deliver on targets.
- Develop an in-depth understanding of audiences and key stakeholders to secure sustainable income growth.
- Establish a strong portfolio of community events, campaigns and sporting activities to engage a diverse audience of participants.

- Work with the Marketing and Communications team to implement comprehensive engagement strategies around planned fundraising activities, building long-term donor support.
- Develop a comprehensive donor journey program to ensure donors are supported, acknowledged and developed within the pipeline of engagement.

## **2. Planning and Project Management**

- Ensure all events and campaigns are planned with clear objectives to meet the charity's strategic plans, building in key milestones and a robust evaluation process.
- Manage the community fundraising team budget and oversee all major projects undertaken by team members.
- Where appropriate, commission and manage agencies and other third parties to successfully deliver fundraising projects within area of remit.
- Project manage the community fundraising schedule and attend relevant internal and external meetings to report regularly on progress.
- Prepare and deliver robust feasibility research for new proposed community campaigns.

## **3. Training and support**

- Undertake relevant training to remain at the forefront of industry standards.
- Contribute to in-house training to assist Myeloma UK staff in developing their knowledge of community fundraising

## **4. General**

- Develop effective working relationships with colleagues within Fundraising and across the organisational teams including Marketing and Communications, Services and Research to foster a culture of collaboration in order to deliver objectives.
- Ensure all community fundraising activities are implemented in line with brand and communications guidelines in order to enhance the organisation's reputation with internal and external stakeholders.

## **5. Reporting/administration**

- Work with the Director of Income Generation to manage budgets, forecasts and reports on performance.
- Collect KPI data and proactively report on performance and success to the team and the wider organisation as required and use the findings to make decisions to improve.
- Keep abreast of relevant legislation, emerging trends and best practice and use this knowledge to help develop any internal policies, procedures and guidelines accordingly.

## **6. General duties**

Continuous improvement, developing skills, adhering to organisational quality standards, and team-work underpin all roles at Myeloma UK.

General responsibilities include:

- Adopt the Myeloma UK principles of quality management.
- Be attentive to and implement organisation brand and style guidelines.
- Participate in team meetings and work together with colleagues to maintain and improve knowledge and skills.
- Act as a source of information and support to colleagues throughout the organisation.
- Build productive working relationships with external suppliers to maintain and enhance their commitment to Myeloma UK.
- Demonstrate a commitment to ongoing learning and development and to participate in any training relevant to the role.
- This role may require .travel throughout the UK, therefore the post holder must be willing to travel when needed.
- Undertake such work as may be appropriate to the post

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of Myeloma UK at any time after discussion with the post holder.

## Person Specification

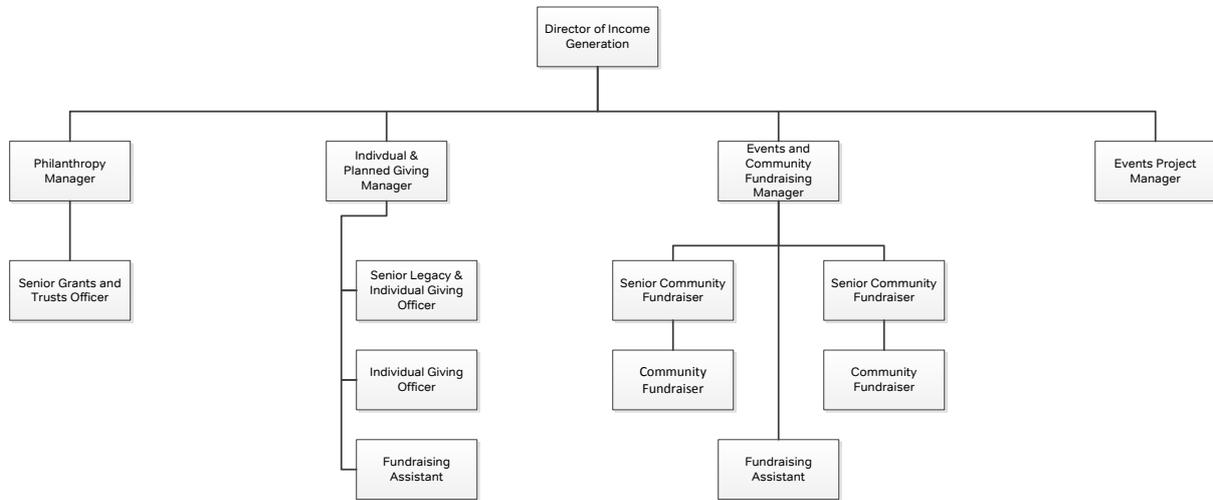
Area	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent professional experience</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising qualification</li> <li>• Member of Institute of Fundraising</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrable work experience within a community and events fundraising position</li> <li>• Track record in generating income from and delivering a range of fundraising products</li> <li>• Proven track record of achieving fundraising targets within tight deadlines</li> <li>• Experience of managing multiple projects simultaneously</li> <li>• Successful fundraising project management experience working collaboratively across teams</li> <li>• Demonstrable experience of fundraising event planning, developing and managing campaigns measuring effectiveness against ROI and specific KPIs</li> <li>• Experience of using Raiser's Edge or an equivalent fundraising database</li> <li>• Preparation, monitoring and reporting of budgets, targets and associated qualitative information</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing and communications experience</li> <li>• Experience of new product development</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Strong project management skills</li> <li>• Excellent written and verbal communication skills, with the ability to communicate at all</li> </ul>	

	<p>levels both internally and externally</p> <ul style="list-style-type: none"> <li>• Excellent relationship development skills</li> <li>• Excellent presentation and negotiation skills</li> <li>• Ability to set priorities and work under pressure</li> <li>• Highly organised, ability to multi-task and work efficiently</li> <li>• Great attention to detail</li> <li>• Good knowledge of Raisers Edge</li> </ul>	
<p><b>Personal</b></p>	<ul style="list-style-type: none"> <li>• Self motivated and dedicated team player</li> <li>• Commitment and desire to make a difference</li> <li>• Ability to manage a wide range of tasks</li> <li>• Flexibility and willingness to develop and expand role</li> <li>• Ability and willingness to attend Myeloma UK meetings and events and work outside office hours as and when required</li> <li>• Ability and willingness to travel across the UK as required</li> </ul>	

## Terms and Conditions

<b>Post</b>	Community Events Fundraising Manager (permanent, full-time)
<b>Salary</b>	£35,000 - £40,000
<b>Probation period</b>	Six months
<b>Hours of work</b>	<p>Standard office hours are 9:00 – 17:00 Monday to Friday and the standard working week consists of 35 hours. Myeloma UK operates a flexitime scheme and details will be provided by the HR and Operations Manager.</p> <p>The post holder will be expected to assume duties outside working hours to support the delivery of their role and the operation of the organisation when required.</p>
<b>Holidays</b>	Holiday entitlement is 30 days per calendar year, plus 6 public holidays.
<b>Pension scheme</b>	Myeloma UK complies with its auto-enrolment obligations and, subject to matched employee contributions, offers a 5% pension contribution to all staff.
<b>Premises</b>	Myeloma UK head office is situated at 22 Logie Mill, Beaverbank Business Park, Edinburgh, EH7 4JG.
<b>Travel</b>	The post is based in Edinburgh with travel when required.

# Department Structure



## How to apply

To apply, please send a full curriculum vitae with covering letter to [eleanor.hughes@myeloma.org.uk](mailto:eleanor.hughes@myeloma.org.uk) or Eleanor Hughes, Myeloma UK, 22 Logie Mill, Beaverbank Business Park, Edinburgh EH7 4HG.

Your covering letter should include the following:

- Why you are applying for this post
- How your skills and knowledge meet the requirements of the role
- How your experience and expertise can support and reflect our values
- Whether you currently have the right to work in the UK

Please note that only CVs accompanied by a covering letter will be considered.

Applications close at 5.00 pm on Friday 18 January 2019.

Interviews will be held w/c 4 February 2019 in Edinburgh.

Appointment will be subject to receipt of satisfactory references.

If you have any questions regarding the role or the interview process, please contact Eleanor Hughes on 0131 557 3332.



# Appendix 1

## JOB APPLICANT PRIVACY NOTICE

**Data controller:** Myeloma UK, 22 Logie Mill, Edinburgh, EH7 4HG

The “organisation”, “we”, “us” and “our” for the purposes of this notice means Myeloma UK.

Throughout this document, we use the term “processing” to cover all activities involving your personal information, including collecting, handling, storing, sharing, accessing, using, transferring and disposing of the information.

As part of any recruitment process, Myeloma UK collects and processes personal data relating to job applicants. Myeloma UK is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

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#### 1. What information does Myeloma UK collect?

Myeloma UK collects a range of information about you. This includes:

- Your name, address and contact details, including email address and telephone number
- Details of your qualifications, skills, experience and employment history
- Whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process
- Information about your entitlement to work in the UK

Myeloma UK collects this information in a variety of ways. For example, data might be contained in CVs or written statements; obtained from your passport or other identity documents; or collected through interviews or other forms of assessment.

Myeloma UK will also collect personal data about you from third parties, such as references supplied by former employers. Myeloma UK will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in our HR management systems and in other IT systems (including our email system).

## **2. Why does Myeloma UK process personal data?**

Myeloma UK needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, Myeloma UK needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

Myeloma UK has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows us to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. Myeloma UK may also need to process data from job applicants to respond to and defend against legal claims.

Where Myeloma UK has legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees and has concluded that they are not.

Myeloma UK processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

For some roles Myeloma UK may be obliged to seek information about criminal convictions and offences. Where Myeloma UK seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

Myeloma UK will not use your data for any purpose other than the recruitment exercise for which you have applied.

## **3. Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process and managers in the business area with a vacancy.

Myeloma UK will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. We will then share your data with former employers or named referees to obtain references for you.

The organisation will not transfer your data outside the European Economic Area.

#### **4. How does Myeloma UK protect data?**

Myeloma UK takes the security of your data seriously. We have internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by Myeloma UK employees in the proper performance of their duties.

#### **5. For how long does Myeloma UK keep data?**

If your application is unsuccessful prior to interviews, Myeloma UK will hold your data on file for a period of one month after the end of the relevant recruitment process. At the end of that period your data is deleted or destroyed.

If your application is unsuccessful after interview stage, your data will be held on file for a period of 6 months after the end of the relevant recruitment process. At the end of that period your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

#### **6. Your rights**

As a data subject, you have a number of rights. You can:

- Access and obtain a copy of your data on request
- Require Myeloma UK to change incorrect or incomplete data
- Require Myeloma UK to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing
- Object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing
- Ask Myeloma UK to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the organisation's

legitimate grounds for processing data

If you would like to exercise any of these rights, please contact Eleanor Hughes, [eleanor.hughes@myeloma.org.uk](mailto:eleanor.hughes@myeloma.org.uk).

If you believe that Myeloma UK has not complied with your data protection rights, you can complain to the Information Commissioner.

#### **7. What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to Myeloma UK during the recruitment process. However, if you do not provide the information, we may not be able to process your application properly or at all.