

Philanthropy Manager Recruitment Pack

Myeloma UK

Nov 2023

Welcome

Thank you for your interest in Myeloma UK.

This is a very exciting time to join our team as Myeloma UK is at a key point in our charity's history. Having successfully served our community for 25 years, we are now looking forward to how we can adapt to the changing needs of myeloma patients and their loved ones.

When Myeloma UK was founded the life expectancy for a myeloma patient was between 12 and 24 months. There were no bespoke myeloma treatments available on the NHS, there were big gaps in our knowledge about the disease and getting the latest evidence-based information about myeloma was anything but easy. Today, the life expectancy has quadrupled to between four and eight years, with three out of ten patients living for ten years or more after their diagnosis – and some for much longer. There are now nine myeloma drugs in active use that can be delivered over 12 different combinations, we have funded over £19m of innovative myeloma research and for over two decades we have provided a range of patient support services and information which have been a lifeline for thousands.

We have come a long way. And yet, myeloma is still an incurable blood cancer. We still see one-third of patients being diagnosed at a late stage and in an emergency setting. And we now face new challenges as we work to give our community an empowered present and a hopeful future. With some patients living longer, we also need to ensure they live well with myeloma.

We are passionate about driving positive change for those effected by myeloma and committed to fostering a supportive culture of learning and innovation.

We look forward to hearing from you!

Yours sincerely

A handwritten signature in black ink, appearing to read "Sophie Castell", with a long horizontal line underneath.

Dr Sophie Castell
Chief Executive

Our long-term ambition

Make myeloma history

Our purpose

To give every patient an empowered present and a hopeful future

In 2021



Our income for the year was £4.5m

£3.9m



Our expenditure on meeting the needs of people affected by myeloma was £3.9m



£1.6m

Our expenditure on research totalled £1.6m



From every £1 of expenditure, 83p was spent on improving the lives of people affected by myeloma

Our strategy and work

Myeloma UK works to four strategic cornerstones:



Diagnose myeloma earlier

We will reduce the impact of myeloma and related conditions on people's lives.

- Better patient outcomes are heavily dependent on identifying myeloma before symptoms develop and we work to raise awareness of myeloma with healthcare professionals and the general public.
- We lead a unique early diagnosis working group that brings together clinical experts to address the challenges in identifying this complex cancer. We will evolve this to invest in vital research to examine how myeloma develops through each stage.



Discover and share knowledge

We will pursue lasting and transformative scientific discovery in myeloma and related conditions.

- Our uniquely focused research program works with partners including the Institute for Cancer Research and the Structural Genomics Centre at Oxford University to drive understanding into the causes and treatment of myeloma. We are committed to the principles of open science.
- We will accelerate the development of the most promising new treatments by investing in early stage clinical trial design through our Clinical Access and Research Program (CARP) run in partnership with the University of Leeds and the UK Myeloma Research Alliance. We will set at least two new trials per year through CARP to provide patients with early access to novel therapies, up to ten years ahead of the NHS.



Transform

the patient experience.

We will identify unmet need, improve outcomes, and ensure equal access to patient-centered treatment and care for patients with myeloma and related conditions.

- We campaign for patient access to the latest treatments via the NHS through our sector-leading patient advocacy program and provide award-winning information and support services to the myeloma community.
- We will represent patients in every relevant drug assessment and work to have patient preference integrated into the drug evaluation process. We will evolve our information and support services to provide mental health and wellbeing tools and extend the support hours we offer.



Influence

positive change in care

We will build the optimum model of care for myeloma patients and patients with related conditions through leadership and collaboration.

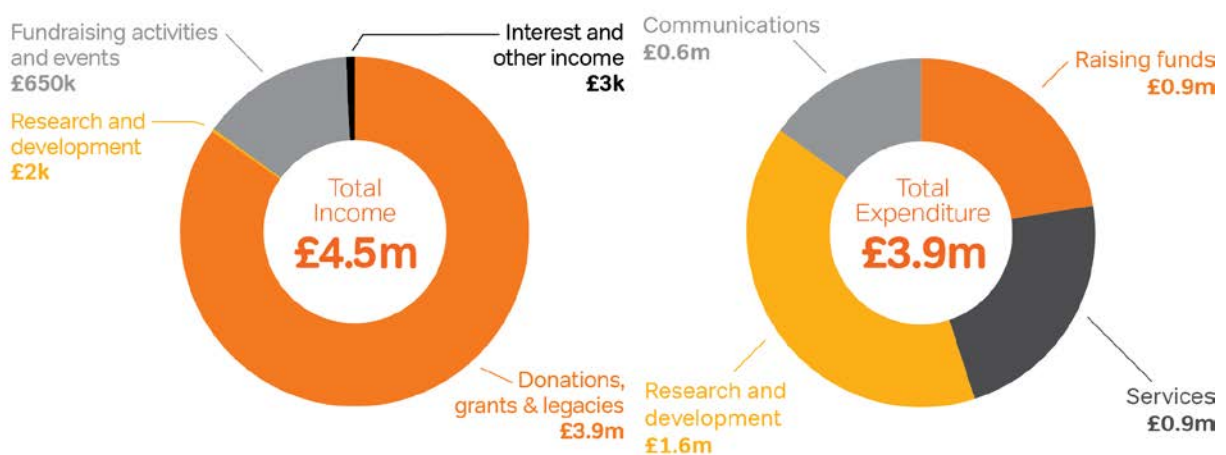
- We invest in the lifetime of the patient journey by operating a best practice accreditation program for hospitals and providing educational and training materials to the wide range of healthcare professionals who treat myeloma patients and those with related conditions. Our health services research program quantifies patient experience and need to change how patient care is designed, delivered and funded.
- We will create a universal experience of myeloma care through our Clinical Services Excellence Program and integrate patient preference into healthcare service design. We will influence the policy making process to ensure the needs of myeloma patients are understood and met.

Funding our work

Myeloma UK is a fundraising organization with income generated from voluntary fundraising, grants and trusts, philanthropy, and some trading activities. We rely on the generosity of our donors to enable us to run our life-changing programs.

We have ambition to grow our fundraising substantially over the next three years to deliver the change myeloma patients need. Our strategic priorities are:

- Recover our pre-pandemic income by 2023 and pursue an ambitious and sustainable growth five-year strategy to increase income
- Diversify our income streams, developing our high-level donor and trust and foundation activities
- Embed fundraising across the whole organization.



Income & Expenditure for the 12 months to December 2021

Our values



We strive for **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.



We are **Compassionate**

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.



We are **Passionate**

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.



We are **Collaborative**

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, share knowledge and involve the right people.



We are **Innovative**

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

Post	Philanthropy Manager (permanent, full-time)
Job Ref	F/27
Location	Edinburgh/London/home working
Department	Income Generation
Reporting to	Head of Philanthropy and Strategic Partnerships
Responsible for	Philanthropy Officer

Job Summary

This is a new role within the Philanthropy and Strategic Partnerships team. The team is responsible for generating income from major donors (individuals), trusts and foundations, the corporate sector, and special events.

The role reports to the Head of Philanthropy and Strategic Partnerships, and together they are responsible for leading the income generation plan for major donors. Growth in philanthropy will be key to Myeloma UK's 5 year fundraising strategy which aims to increase income from £5m to £10m by 2028 and over the next 5 years our aim is to double the income we raise from major donors and family trusts. The Philanthropy Manager is also responsible for managing and supporting the Philanthropy Officer in securing mid to high level donations from individuals.

The major donor programme at Myeloma UK is established and we have a strong community of existing high level supporters and have identified significant potential donors within our community but these opportunities have not been fully leveraged in the past. Building on this foundation, and a major fundraising Gala planned for Spring 2024 there is a significant opportunity to transform this area of fundraising and this role will be instrumental in delivering a step change in our approach. The role requires outstanding relationship building skills, and the ability to work with high-net-worth individuals, to build credibility and trust and inspire them to support Myeloma UK.

The Philanthropy Manager will play a vital role in implementing new ways of working to ensure we are qualifying, cultivating, stewarding and nurturing these high value relationships to build a sustainable income stream. This will involve working closely with senior colleagues, Trustees and other volunteers to build deep and long-lasting donor relationships.

The role is responsible for securing major gifts in the region of £10k - £50k+ for a range of exciting programmes – including patient and family support, research and advocacy. It will require collaborative working with colleagues across Myeloma UK to identify fundraising priorities, and strong written communication skills to develop compelling fundraising proposals.

Key deliverables

1. **Secure high value restricted and unrestricted donations to support Myeloma UK's vital work**

- Approach, qualify, cultivate and convert potential high-value donors with a giving capacity of £10k - £50k+
- Manage and support the Philanthropy Officer who is responsible for managing a portfolio of donors with a giving capacity of £5k - £10k
- Manage a portfolio of major donors and develop tailored cultivation strategies for each using a range of engagement methods. Involve members of the Executive Leadership team, Senior Management Team, Trustees and other volunteers as appropriate to maximise donor engagement and relationship building
- Adopt a highly personalised relationship management approach, meeting with donors in person and online and at events, and inspiring them to support Myeloma UK
- Write high quality, persuasive donor proposals, comprehensive prospect briefings and impactful stewardship reports
- Together with the Philanthropy Officer and Supporter Care team develop and implement a giving programme to appropriately steward and cultivate donors
- Work closely with the Philanthropy Officer and colleagues in the wider fundraising team to identify new prospective donors to build a sustainable prospect pipeline
- Work with the Special Events Manager to create a programme of cultivation and stewardship events to deepen relationships with major donors
- With the Supporter Care Team, ensure that all major donors are thanked appropriately, and tailored stewardship plans are created and implemented
- Maintain donor records in the charity's CRM (Raiser's Edge) in line with Myeloma UK's processes

2. **Contribute to the development and implementation of the Philanthropy and Strategic Partnerships fundraising plan**

- Support the Head of Philanthropy and Strategic Partnerships on the implementation of Myeloma UK's five year fundraising strategy, with specific responsibility for developing and delivering the major donor strategy to deliver increased income from this community
- Contribute to the identification of fundraising priorities and develop compelling fundraising propositions and cases for support

- With the Head of Philanthropy and Strategic Partnerships, build strong relationships with key stakeholders involved in major donor relationships such as Executive Leadership, Senior Management Team, Trustees and other volunteers, and provide advice and expertise to build their understanding of best practice major donor management
- Contribute to the Fundraising Team's test and learn ethos to continually innovate our major donor programme

3. Other fundraising responsibilities

- Keep abreast of relevant legislation, emerging trends and best practice and work with the Head of Philanthropy and Strategic Partnerships to ensure the necessary internal policies, procedures and guidelines in place

4. Training and support

- Identify opportunities for training, coaching and other personal development for you and the Philanthropy Officer to continually develop your skills and knowledge
- Contribute to the fundraising team's in house training and development programme by sharing experience and insight with colleagues to build their knowledge and expertise

5. Line management

Line management/supervisory responsibilities will include:

- Monitoring workload and effectively managing performance of all direct reports, including, where appropriate, carrying out annual appraisals and quarterly performance reviews in line with organisational timescales
- Supporting direct reports to enable them to perform to the highest standard and identifying appropriate learning and development opportunities as appropriate
- Managing absences and ensuring appropriate levels of cover at all times
- Reporting back to and consulting with your line manager/director on any issues arising

6. Reporting/administration

- Support the budget setting process and oversee monitoring of budget income for major donors
- Collect KPI data and proactively report on performance and success to your team and the organisation regularly and as required

- Prepare regular updates for team meetings on the progress of agreed plans and objectives

7. General

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 advisers 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 will require some essential travel throughout the UK, therefore the postholder must be willing to travel. Regular travel to Edinburgh and London if based elsewhere will be required
- 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
Experience	<ul style="list-style-type: none"> • An established track record in philanthropy • Experience of securing 5 figure+ gifts • Experience of developing/implementing events for major donor audiences • Experience of working with Trustees and senior Leadership Team 	<ul style="list-style-type: none"> • Demonstrable knowledge of major donor fundraising
Skills	<ul style="list-style-type: none"> • Ability to think strategically and develop individual engagement and cultivation strategies for major donors • Excellent organisational, communication and IT skills including Microsoft applications and database experience • Excellent project management skills • Excellent communication, writing and presentation skills, with ability to develop cases for support and funding proposals 	<ul style="list-style-type: none"> • Experience of using Raiser's Edge
Personal	<ul style="list-style-type: none"> • Self-motivated and dedicated team player • A strong basis in relationship fundraising • Flexibility and willingness to develop and expand role • Ability and willingness to attend Myeloma UK meetings and events and work across the UK outside office hours as and when required (please note many of our high-level donors are in London and the SE) 	

Terms and Conditions

Post	Philanthropy Manager (permanent, full-time)
Salary	£40,225 - £43,481
Probation period	Three months
Hours of work	<p>The standard working week comprises 35 hours, Monday to Friday. Myeloma UK operates a flexitime scheme and details will be provided by the Head of HR and Operations.</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>
Holidays	Full-time holiday entitlement is 30 days per calendar year, plus 6 public holidays.
Pension scheme	Myeloma UK complies with its auto-enrolment obligations and offers a 6%* pension contribution to all staff.
Premises	Myeloma UK is situated at 22 Logie Mill, Beaverbank Business Park, Edinburgh, EH7 4HG.

*increasing to 7% from January 2024

Join us!

At Myeloma UK, we are committed to bringing together the best and brightest people across the whole organisation. We are interested in people who have helped charities and organisations achieve their ambitions, be that through professional or lived experience. We know that it is only by bringing multiple talents into a team that we can achieve change, so we would like to hear about what makes you exceptional – your skills, your interests, your experience, and your values. We are committed to reflecting the whole myeloma community in our structure, so we particularly encourage applications from black and ethnic minority communities and from people with disabilities.

Myeloma UK offers its employees a range of benefits including a pension salary exchange scheme, flexitime, flexible working from home with hub-based office working, health plan and holiday purchase scheme and we are committed to providing learning and development opportunities for all our employees.

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. You can read more about how we do this here: www.myeloma.org.uk/jobapplicantprivacy.

Diversity, equality and inclusion are at the core of who we are and our commitment to these values stretches across all our work. We know that having varied perspectives helps generate better ideas to solve the problems of a changing and increasingly diverse world. We want to ensure we have a diverse team, and when we recruit we welcome applications from people of colour, LGBTQ+ people and disabled people.

Myeloma UK funds research into myeloma and is a member of the Association of Medical Research Charities. As part of this we have a statement on our website with our position that we support animal use in research in an essential, appropriate and ethical way. For further information please go to <https://www.myeloma.org.uk/wp-content/uploads/2020/05/Animal-use-in-Research.pdf>

How to apply

If you think you would be a great fit for the role, please submit a copy of your CV together with a supporting letter to jobs@myeloma.org.uk.

Your 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 supporting letter will be considered.

Applications close on 10 December 2023.

Interviews will be held w/c 18 December 2023.

Appointment will be subject to receipt of satisfactory references and right to work checks.