



Director of Fundraising & Communications

RESPONSIBLE TO: Chief Executive Officer

HOURS: Full time (35 hours per week, 9:00am – 5:00pm Monday-Friday)

JOB LOCATION: Hybrid working, home and office based - Amersham, Buckinghamshire (1-2 days in the office per week)

SALARY: £60,000-65,000 per annum

PENSION: 7% non-contributory

Dear Applicant

Thank you for considering applying to Roald Dahl's Marvellous Children's Charity. We believe that every seriously ill child and their families deserve a Roald Dahl Nurse.

Our committed, dedicated, and hard-working team strive every day to achieving this goal. I am proud of each and every one of them for the contribution they each make. We aim to value all our staff and ensure everyone who works for the organisation is happy, supported, has a work/life balance and, importantly, has fun!

Whilst we work with children and families who find themselves in devastating circumstances, we also strive to sprinkle the Roald Dahl magic in what we do. We try to be innovative, agile and dynamic.

In the last 5 years we have strived to ensure the charity maintains a robust and sustainable position, and we have achieved this. We now need to continue to take the next step in growth plan to ensure more people know and understand the vital work we do and thereby help more seriously ill children and their families receive the specialist care and support they need.

The person coming into this role is pinnacle to us achieving this together with myself, the trustees and the team. We need an experienced fundraiser and marketer who can work with our stakeholders and team to deliver on our objectives. Importantly, we need someone who is empathetic to the cause, goal-focused and is exceptional at building relationships at all levels. We look forward to meeting you soon.

With all best wishes,

Louise Griew

Chief Executive



About us

Our vision is that every seriously ill child has a Roald Dahl Nurse to help them to lead a more marvellous life.

Our mission is to provide specialist nurses and support for seriously ill children living with complex, lifelong conditions.

As a charity that works in partnership with the NHS, we find innovative ways to ensure that children and families have the care and support they need. We do this through improving the healthcare outcomes and resilience of children and families, and we focus on complex, lifelong conditions that are underfunded and under resourced. The outcomes we are aiming to achieve are:

- Improved quality of care
- Improved experience of care
- Improved efficiency and cost effectiveness of care
- Improved resilience of seriously ill children and their families

Our Charitable Programmes

Roald Dahl Nurses

Roald Dahl Nurse Specialists are a vital lifeline to the children and their families, supporting them clinically and emotionally. They co-ordinate care and are often there for them until adulthood. Although Roald Dahl Nurses operate across a number of different specialisms, they are all specialist nurses who make a huge difference to children and families. We currently have over 120 Roald Dahl Nurses supporting more than 33,000 children.

Nurse Development

Nurse Development is key to a Roald Dahl Nurse improving the care and support they give. We work with our nurses to offer opportunities to improve their skills, to build a peer network and to ensure that best practice is shared across the Roald Dahl Nurse network. We also work with our nurses on leadership and service improvement, making them incredibly valuable to their services.

Nurse Led Innovation

We support Roald Dahl Nurses to solve problems creatively. Using a cohort approach, and through forming partnerships we work closely with our nurses to improve healthcare outcomes for children through innovation.

Marvellous Family Support Service

Our Marvellous Family Support Service helps families to access their benefit entitlements. This support service helps families to overcome financial worries, helping to relieve some of their stress and anxiety. We have launched a pilot for an emotional support service now and are also building on our programme of workshops for parents and carers.



Job Description

The Director of Fundraising and Communications will play a crucial role in realising our ambitious plans as a charity. The postholder will be a member of our Senior Leadership Team, along with the CEO, Director of Development, Director of Programmes and Director of Finance and HR. We are looking for a dynamic, energetic individual who can lead, develop and inspire a dedicated and passionate team, supporting them in generating significant income through a variety of channels, including corporate partnerships, individual giving and major donations. This is an exciting opportunity for someone with extensive multi-income stream experience and exceptional leadership and communication skills.

Responsibilities to Include:

- **Lead, motivate and manage the Fundraising and Communications team**, including regularly monitoring performance to deliver against objectives and budgets. Prioritise the development of team members so that they are equipped with the skills and confidence to perform their roles in a way that fits with the organisational culture and values.
- Work cooperatively with a number of agencies and individuals who provide paid and/or pro bono support.
- **Follow and ensure team compliance with CRM processes** for tracking donor interactions, submissions, and income generation. Regularly review the team's use of the CRM to ensure accurate and timely data entry, maximising efficiency and transparency in all fundraising activities. Ensure adherence to fundraising processes by personally following and enforcing the use of the organisation's CRM for accurate record-keeping, reporting, and relationship management. Oversee your team's compliance with these systems to maintain data integrity and streamline fundraising efforts.
- **Develop and implement clear and realistic fundraising and communications strategies** to ensure delivery against objectives and targets, as agreed with the Chief Executive, Senior Leadership team and the Board, in order to meet our strategic objectives, putting in place evaluation and mitigations measures.
- **Overseeing the development and implementation of strategies for marketing communications** and the management and monitoring of performance against agreed budgets and plans.
- **Proactively submit fundraising requests**, seeking new opportunities to secure long-term funding and working to meet or exceed income targets as set out in the strategic plan. Actively lead on fundraising efforts, including submitting funding applications. This will be key to ensuring sustainable income growth in alignment with the charity's objectives.
- **Focus on maximising ROI** by ensuring fundraising activities are cost-effective and impactful. Regularly evaluate campaigns and initiatives to prioritise those with the highest return, while ensuring all resources are optimally used to meet income targets.
- **Maximise return on investment (ROI)** in all fundraising activities by developing efficient strategies, targeting high-value opportunities, and allocating resources effectively. Lead the team to focus on cost-efficient initiatives that deliver the greatest impact for the charity.
- **Proactively engage with key stakeholders**, including donors, corporate partners, trustees, and patrons, to build and maintain strong, long-term relationships. Ensure regular and transparent communication about the charity's impact, goals, and funding needs. Develop tailored approaches for each stakeholder group to enhance their connection to the charity and maximise funding potential. Collaborate with the wider team to create compelling narratives and events that showcase the charity's successes, encouraging deeper



involvement and ongoing financial support from stakeholders.

- As a member of the Senior Leadership Team, contribute to key policy and strategic development of the organisation, ensuring that the fundraising and marcomms and operational functions of Roald Dahl's Marvellous Children's Charity work to mutual benefit.
- **Playing a full part as a member of the Senior Leadership Team**, contributing fully across the whole organisation on strategic direction and plans for growth and sustainability through core income generation and communications.
- Additionally, the postholder will hold joint corporate responsibility with other members of the Senior Leadership Team for managing matters that impact, or have the potential to impact, the whole organisation.
- Work in collaboration with the Chief Executive, Director of Development, selected trustees and the Fundraising and Communications Team to build existing income streams and develop innovative and effective plans to secure long-term sustainable funding.
- **Manage brand and external messaging** to ensure consistency and co-ordination across the organisation, to build a positive reputation and strong public recognition.
- Work in collaboration with the Chief Executive, Chair and selected Trustees to ensure they can actively contribute to support for fundraising and communications as appropriate.
- Working all communications and liaison with patrons and ensure all key stakeholders, patrons and ambassadors are kept updated with the charity's progress and are invited to events as appropriate.
- **Produce quarterly reports against targets for the Fundraising & Communications sub-committee** and the Board meetings, and support the Senior Leadership Team on other relevant reports and papers.
- Ensure regular communications with other teams particularly finance & programmes.
- In conjunction with other members of the Senior Leadership Team, to agree annual income and expenditure budgets with the Board.
- **Maintain a good knowledge of fundraising methods and trends across the charity sector**, communicating these internally to staff or to Network Partners as appropriate.
- Maintain and develop the professional standards of the Fundraising and Communications team and Roald Dahl's Marvellous Children's Charity through appropriate training and dissemination of information from relevant organisations.
- **Keep abreast of all legislative matters related to fundraising** and provide advice and guidance as necessary.
- Represent Roald Dahl's Marvellous Children's Charity at internal and external conferences, where appropriate and at fundraising events.
- **Act as ambassador for Roald Dahl's Marvellous Children's Charity**, always protecting and promoting its good name and reputation.
- Providing advice and guidance on all issues relating to fundraising and marketing communications to the Senior Leadership Team and the Board, and to ensure that all staff can act as ambassadors to different stakeholder groups.



Other Information

- The post holder may be required to travel within the UK, for example to visit partners or attend meetings. This may occasionally require overnight stays.
- The post holder may also be required to undertake occasional evening and weekend work, when, for example, we hold fundraising events or meet with partners.
- This job description helps the post holder to understand their main duties. It is not exhaustive, and the role's duties may change from time to time, in discussion with the post holder and consistent with the level of responsibility appropriate to the grade of the post.
- Roald Dahl's Marvellous Children's Charity is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Confirmation of appointment will be subject to a satisfactory standard Disclosure and Barring Service check.
- The appointment is subject to the satisfactory completion of a six-month probation period.
- Roald Dahl's Marvellous Children's Charity is committed to achieving the highest standards of service and employment practice. We give equal opportunity to everyone, regardless of background. While our offices are not currently accessible for people with significant mobility difficulties, we will make all reasonable adjustments to allow the most suitable candidate to perform their role effectively.
- The post holder will have the right to work in the UK.

How to Apply:

Interested candidates should submit a CV and a cover letter outlining how they meet the person specification to recruitment@roalddahlcharity.org.

The Process

The closing date for applications is **Friday 18th October 2024**. The team and I will be reviewing applications, and first interviews will take place, virtually, on the **29th and 30th October**.

The shortlisted candidates from this first stage will then be invited in for an in-person interview at the office in Amersham. There will be a chance to meet the team, and candidates will be given a task to feedback to the interview panel. These second interviews will take place on the **6^h and 7th November**.



Person Specification:	Essential (E) or Desirable (D)
1. Knowledge:	
Good understanding of health and the charity sectors across the UK	E
Understand and support the charity's aims and objectives	E
Understanding of the impact of serious illnesses on children and their families	D
Ability to think at a strategic and operational business level including project planning, monitoring and evaluation	E
Ability to manage teams with empathy and professionalism, and develop individual	E
Someone who can bring new ideas to the charity whilst delivering on all traditional fundraising tasks	E
2. Skills	
Ability to manage effectively and retain enthusiasm, passion and commitment of all individuals whilst meeting and exceeding targets	E
Tact and diplomacy and the ability to respect confidentiality	E
Excellent oral and written communication skills along with the ability to negotiate and deliver presentations to all manner of audiences	E
High level organisational skills with the ability to meet deadlines under pressure	E
Ability to remain positive and constructive under pressure and embrace feedback	E
Ability to be assertive but also have empathy and ability to be sensitive with staff	E
Ability to communicate with people of all levels and abilities	E
3. Personal Qualities	
Enthusiastic and hard working	E
Strong team player	E
Calm under pressure and common-sense approach	E



Flexible and adaptable	E
Strategic thinker	E
Sensitive and empathetic	E
4. Experience	
Proven track record of running and managing fundraising & communication teams	E
Proven track record of securing substantial income and building long term relationships	E
Managing high performing teams to achieve objectives	E
Experience in different areas of fundraising, marketing and communications	E

Join us at Roald Dahl's Marvellous Children's Charity and be part of a team that makes a real difference in the lives of seriously ill children and their families.

Notes:

As of September 2024, approximately 70% of our income is generated through organisations, primarily corporates and grant-makers. Individual giving and philanthropy account for around 15%, while challenge events contribute about 10%. Typically, events bring in around 5%, though occasional large fundraising events can shift these figures. Please note that we do not receive statutory funding and do not benefit from legacies.