



## **Roald Dahl's Marvellous Children's Charity**

### **Director of Fundraising and Communications**

### **Recruitment Pack**



**December 2024**



## A warm welcome from the Chief Executive

Dear Applicant.

Thank you for considering applying to Roald Dahl's Marvellous Children's Charity. We believe that every seriously ill child and their family deserves 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 150 Roald Dahl Nurses supporting more than 36,000 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 car



## 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:

#### **Develop and implement clear fundraising, marketing and communication strategies**

- Develop a comprehensive strategic plan to ensure delivery against objectives and targets, as agreed with the Chief Executive, Senior Leadership team and the Board, putting in place evaluation and mitigations measures.
- Work in collaboration with the Chief Executive, Director of Development, selected trustees and the Fundraising and Communications Team to build existing income streams, seek new opportunities to grow income, and develop innovative and effective plans to secure long-term sustainable funding.
- In conjunction with other members of the Senior Leadership Team, agree annual income and expenditure budgets with the Board.
- Maximise return on investment (ROI) in all fundraising activities by developing efficient strategies, targeting high-value opportunities, and allocating resources effectively.
- Monitor financial performance and ROI, regularly evaluating campaigns and initiatives to prioritise those with the highest return, while ensuring all resources are optimally used to meet income targets. Lead the team to focus on cost-efficient initiatives that deliver the greatest impact for the charity.
- 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.
- In line with strategic plans, manage brand and external messaging to ensure consistency and co-ordination across the organisation, to build a positive reputation and strong public recognition.

#### **Lead, motivate, manage and develop the Fundraising and Communications team**

- Lead a high performing team to grow awareness, maximise impact and achieve ambitious income targets.
- Inspire and empower the team, giving support and enabling them to meet and exceed their objectives.
- Regularly monitor performance of your team 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.

#### **Proactively fundraise**

- Actively lead on fundraising efforts, including submitting funding requests and applications, seeking new opportunities to secure long-term funding and working to meet or exceed income targets as set out in the strategic plan. This will be key to ensuring sustainable income growth in alignment with the charity's objectives.
- 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.

### **Build strong partnerships**

- 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.
- 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.
- Ensure regular communications with other teams particularly finance & programmes to aid effective cross team collaboration internally.
- Work cooperatively with a number of agencies and individuals who provide paid and/or pro bono support.
- 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.

### **Active member of the Senior Leadership Team**

- 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.
- 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.
- 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.

### **Other**

- 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.
- Provide 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.



Person Specification:	Essential (E) or Desirable (D)
<b>1. Knowledge:</b>	
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 individuals	E
Someone who can bring new ideas to the charity whilst delivering on all traditional fundraising tasks	E
<b>2. Skills</b>	
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
<b>3. Personal Qualities</b>	
Enthusiastic and hard working	E
Strong team player	E
Calm under pressure and common-sense approach	E





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

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.



## Other Information

**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:** Circa £70,000 per annum

**PENSION:** 7% non-contributory

- 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:

Please provide us with:

- An up-to-date CV detailing your relevant experience and including the details of two referees (who will not be contacted without your prior consent).
- A supporting statement addressing the criteria in the person specification and your motivations for applying.

### The Process

Closing date for applications: Monday 27th January 2025

Preliminary interviews with Russam: Monday 10th and Tuesday 11th February 2025

Interviews with RDMCC (1st and 2nd Stage): w/c 24th February 2025 and w/c 3rd March 2025

If you have any difficulty uploading your application or if you would like to have an informal and confidential discussion about the role, alternatively please contact Melissa Baxter on: [melissa.baxter@russam.co.uk](mailto:melissa.baxter@russam.co.uk) | 07789 985 229

## BEYOND ROLES, RESPONSIBILITIES AND RECRUITMENT: MORE MARVELLOUS LIVES

### Meet Carter

Imagine having to be careful when holding your child's hand because his joints dislocate daily or having to take care when you cuddle him because he bruises so easily. Imagine having to co-ordinate appointments for the ten consultant teams he is under. This is life for 10-year-old Carter and his mum, Laura. Thankfully, they have the support of Roald Dahl Nurse, Tina who provides both practical and emotional care and helps Laura feel less isolated and alone.

Carter has Ehlers-Danlos Syndrome Type 2 (EDS) which means that he dislocates his joints daily. He's in pain constantly and bruises like a peach at the lightest of contact. He also has Asperger's which is quite

a recent diagnosis. He is cared for by ten different consultant teams including: Rare Diseases, Genetic, Mental Health, Orthotics, Physio, Occupational Therapy, Orthopaedic and Gastroenterology.

"Carter was diagnosed with EDS around five years ago and we are looked after by Rare Disease Team at Birmingham Children's Hospital. That's when we met the Roald Dahl Specialist Nursing team including Tina, Carter's Roald Dahl Specialist Nurse. Tina is amazing. She really looks after all of us. Carter forms very strong relationships and it was hard for him when his main consultant retired. He has become very attached to Tina and having her at his appointments – a face he recognises and feels comfortable with is a massive support for us all. I can text Tina and say, "I'm having a rough day" or "I've had a report from a doctor, and I don't understand it" and she will go out of her way to explain to us in a way we understand.



Carter often doesn't want to communicate with the medical professionals, but Tina will get on the floor with him, listen to him on his level and that's invaluable.

Roald Dahl Specialist Nurses like Tina don't just treat illnesses or injuries, they look after us as a whole family unit including me, dad and Carter's siblings.

Knowing that I can just pick up the phone to Tina when we've had a rotten day, or if Carter has been unwell, makes the world feel a little bit less lonely as a mum. I don't feel as isolated and alone.

I know that I am always going to be Carter's biggest advocate but to know that Tina is in our corner fighting battles, which if we had to fight on our own would feel overwhelming, makes a huge difference.

Tina helps co-ordinate all Carter's appointments, which really mount up as he is under ten different consultants. She also attends all his appointments and helps us to understand everything. One of Carter's favourite things to do is swim as he is completely weightless in water, so Tina sorted out hydrotherapy sessions for him locally to where we live. Half an hour in the pool is amazing for Carter. Even though he is doing physio in the pool, it's great fun for him. Tina came into Carter's school with us because they didn't grasp Carter's condition. She created an entire pack so they could understand in

layman's terms how his condition affects us as a family, and the practical things they could implement so Carter could feel more included at school. No one else would have been willing to do that.

Life has been so much easier since we met our Roald Dahl Specialist Nurse, Tina.

When Carter outgrew his wheelchair Tina immediately got him an appointment to fit for a new one. Tina arranged for an occupational therapist to review and see how they can help us a whole family.



Tina has also helped us secure funding to help with our day to day lives. We were receiving Disability Living Allowance (DLA) but when it was up for renewal, we were then declined. Tina went through the appeals process with us and got consultants to write statements in support of Carter receiving DLA and because of that, we were successful. Receiving DLA makes a massive difference to us as a family.

If we didn't have Tina, I would feel really isolated and alone as a mum.

Prior to us having a Roald Dahl Specialist Nurse, I felt overwhelmed and completely anxious about the future. I worried constantly and struggled to manage appointments while holding down a full-time job. It was hard and affected us massively. I literally felt at times that I had no one to turn to and it was just myself, Carter, and Chris against the world."



Dame Felicity Dahl, Founder and Co-President of Roald Dahl's Marvellous Children's Charity  
with some of our Roald Dahl Nurse Specialists.

**Roald Dahl's Marvellous Children's Charity**

[www.roalddahlcharity.org](http://www.roalddahlcharity.org)

Charity Number: [1137409](https://www.charitycommission.gov.uk/charity-numbers) - Company Limited by Guarantee in England and Wales No: [7340518](https://www.charitycommission.gov.uk/charity-numbers)

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