



**PROSTATE
CANCER UK**



**Candidate Pack –
Associate Director of Fundraising**

ASTARITA ALDRICH & WARD

GLOBAL LEADERSHIP CONSULTING & SEARCH

Contents

Letter from the Director of Engagement	Page 3
About Us	Page 4
About Your Role	Page 6
How We Work	Page 8
Person Specification	Page 10
Organisation Charts	Page 11
Financial Overview	Page 13
Salary and Benefits	Page 14
How to Apply	Page 15
Find out More	Page 16



A Letter From our Director of Engagement, Tracey Pritchard

Thank you for your interest in the role of Associate Director of Fundraising – a hugely important role at one of the UK's most vibrant and vital cancer charities - Prostate Cancer UK.

I am proud to lead one of the sector's biggest success stories in fundraising, marketing and communications. It is the most inspiring, forward-thinking organisation I could wish to be part of. So I am excited to be on the search for a new Associate Director of Fundraising to work by my side to push forward transformational growth and ground-breaking customer experience over the next few years.

The last 12 months have been a crucial period for Prostate Cancer UK. Our story, that prostate cancer has overtaken breast cancer as the third most common cancer killer, hit the headlines in February and generated huge media and public interest. Prostate cancer has rarely been out of the news since.

Despite all of this and a huge growth in income over the last four years, our 10-year strategy to stop men dying from prostate cancer is going to cost us more than we currently can afford.

The good news is that we have the funds to invest to grow our fundraising income and we are a strong and healthy team. We just need the right person with the right insight to help us make the best decisions on investment and strategy. And of course, the track record and energy to implement our plans.

I want my new colleague to be strategic and analytical but I'd also love you to have the drive, ambition and charisma to lead and empower our high performing fundraising team. Working collaboratively with our Leadership team is also going to be key. All of us are 100% committed towards a common goal – to stop men dying from prostate cancer – and you will need to have this at the heart of all you do.

This is a fantastic opportunity to be part of a vibrant, energetic, friendly and award-winning organisation and play a vital role in stopping men dying from prostate cancer.

If you have the skills, experience and qualities we are looking for then I hope you will be inspired to find out more. For more details, please get in touch with Anton Packheiser on +44 (0) 7749 858597 or Quinton Seemann on +44 (0) 7948 543765. They will be delighted to hear from you.



Tracey Pritchard
Director of Engagement



About Us

The simple vision of Prostate Cancer UK is to stop men dying from prostate cancer.

Prostate cancer is currently the most common cancer in men accounting for 25% of all cancer diagnoses, and deaths from prostate cancer are set to soar over the next decade. Last year the charity's team of specialist nurses answered a record-breaking almost 14,000 enquires from people who had queries about prostate cancer and 1.5 million people visited our health information on our website.

The charity was founded in 1996 to improve the care and welfare of those affected by prostate cancer and raise awareness of a long-neglected disease. Two years ago, the organisation launched a new ambitious strategy promising to prioritise investment into research for better diagnosis, better treatments and better prevention of the disease. We pledged to continue the battle for a better deal for men facing prostate cancer, empowering men and bringing them together whilst we continue to provide award-winning services, influence decision makers and educate health professionals. We have since committed £5.3million on research awards alone.

Prostate Cancer UK relies on a variety of income streams to raise the millions of pounds necessary to fund research and deliver services including individual donors, legacies, community fundraising, sporting events, charitable trusts and corporate donors, as well as donations from the Movemeber Foundation.



Our Strategy

Everyone at Prostate Cancer UK is working together to tame prostate cancer within ten years.

We are focused on four big changes to achieve this ambition:

Better Diagnosis

To combat the early diagnosis lottery, we will work to create a tool to assess every man's individual risk of prostate cancer.

Better Treatments

Men need better treatment than a one-size-fits-all approach. We will create better, targeted treatment, without the life-changing side-effects.

Better Prevention

Working out what makes prostate cancer tick is the first step on the path to prevention. We need to better understand how prostate cancer starts, grows, and develops. Understanding what makes prostate cancer return, and how to stop this, is another priority area.

Better Support

Our focus on the future does not mean we'll forget about men living with prostate cancer in the present. With your support, we'll continue to provide award-winning support to men with prostate cancer through our Specialist Nurses, peer support, and information provision.

Consulting with researchers, health professionals and men affected by prostate cancer, our strategy is based on what we know now, and what we can build on using this knowledge.

To succeed, we need to accelerate medical research into prostate cancer, more men to be aware of their risk of prostate cancer and more men to have access to improved diagnosis, treatment and support. And to deliver that, we need to grow our income, and fast.



About Your Role

This is no ordinary Director of Fundraising role. It offers a rare and desirable opportunity to be part of an organisation that has a clearly defined 10 year, urgent and costed strategy (to stop men dying from prostate cancer), four years of double-digit growth to build on and audience led/insight driven investment and growth plans.

As a key member of the Leadership team, you will play an active role in the leadership of the wider organisation, looking for opportunities to collaborate, sharing knowledge and expertise, and advising on key decisions to drive forward the whole of our exciting and ambitious strategy.

You are the leader of the Fundraising Directorate and will report into the Executive Director of Engagement who heads up the Engagement Directorate, comprising Fundraising, Communications, Insight & Innovation and Technology. You will work cross-organisationally to engage external people in raising funds. Together, our aim is to drive insight-led decision making which ensures the customer is at the heart of all we do across the organisation.

You will be responsible for growing the income that we need to enable us to finance our ambitious strategy. You will line manage a dynamic, ambitious and highly successful team of six heads of department, who between them have a wide range of expertise around techniques for voluntary income generation. You will ultimately be responsible for delivering the income, keeping the team on track and motivating them to achieve considerable growth. Your budget for income is £31m in 2019/20 with an expenditure budget of £11.5m.

We have begun to implement our ambitious plans to achieve further income growth, with an investment plan to drive sustainable income through a portfolio of activities.



About Your Role

Scope of the job

- Overall responsibility for the fundraising function and leadership of a high performing team
- Deliver the fundraising income growth target within agreed expenditure to drive up net income
- As a key member of the Leadership team, develop organisation wide strategies and plans and contribute to key decisions
- Lead Fundraising Heads in the development and delivery of strategies that drive income growth across all disciplines
- Contribute to Executive, Board and Trustee Committee discussions and meetings
- Work collaboratively as a key member of the Engagement senior leadership team and with others to develop and deliver the cross-organisational customer-centered engagement strategy
- Delivery of fundraising business plans, budgets, implementation, evaluation and reporting
- Drive value for money and ROI in all fundraising activities
- Develop and manage key external stakeholder relationships
- Work closely with the Communications senior team to embed a unified, through the line approach to marketing activities
- Embed the organisation's experience approach, ensuring we exceed expectations of our customers and give attention to every interaction
- Ensure all activities are compliant with relevant internal policies, external legislation and best practice



How We Work

Our Working Principles - leadership in action

Be direct and conversational

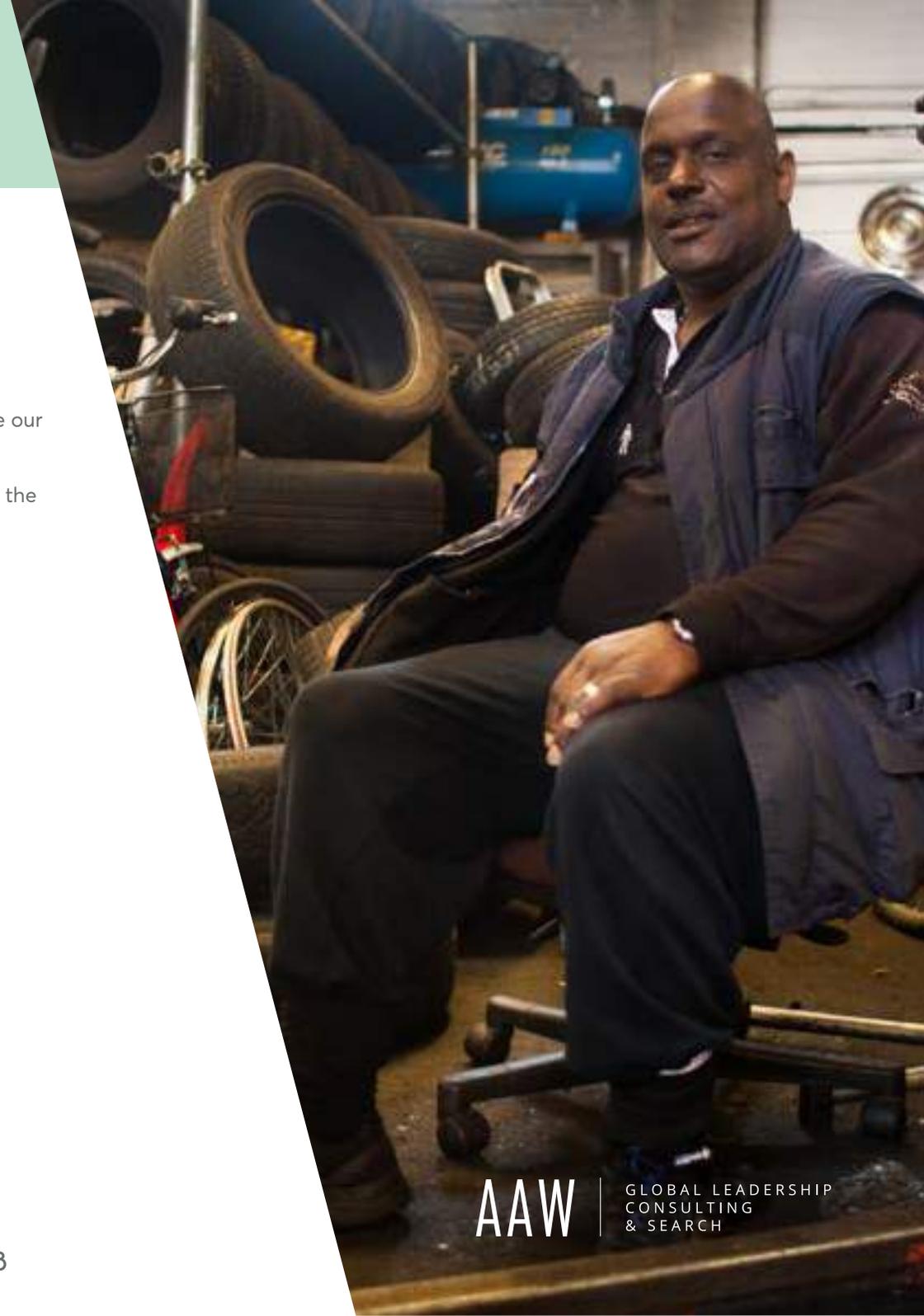
- Give regular and timely feedback– to each other and our teams
- Be available and visible inside, and outside, the organisation
- Set clear performance expectations to enable us to deliver our strategy and take our teams with us
- Cut the jargon
- Know, and be consistent about, why we are doing what we are doing to achieve the best we can for men

Be responsive and supportive

- Be people-centred, adapting to different styles and needs
- Be responsible and accountable for decisions and actions we take
- Support skills and knowledge development
- Encourage, and create, the opportunity for staff innovation and input
- Do what we say we are going to do; if things change, explain why
- Be passionate about what we do, the cause and our people

Be bold and energetic

- Be brave – try new ways to achieve our priorities where it makes sense to do so
- Let go – trust and empower our teams to deliver
- Take calculated risks – without being reckless
- Move conversations along – not dive into unnecessary detail
- Be inspirational, ambitious and hard working
- Don't hide behind process, use them to help get us where we need to be



How We Work

Be honest and unembarrassed

- Be responsible with the information we share
- Admit when we get it wrong
- We don't know all the answers, ask for help/input
- Be ourselves
- Empower our staff to say what they think and enable open and honest two-way conversations

Be flexible and collaborative

- Work together as a leadership team
- Be flexible in prioritisation
- Share knowledge and learning
- Embrace failure as a learning opportunity
- Celebrate success



Person Specification

Essential:

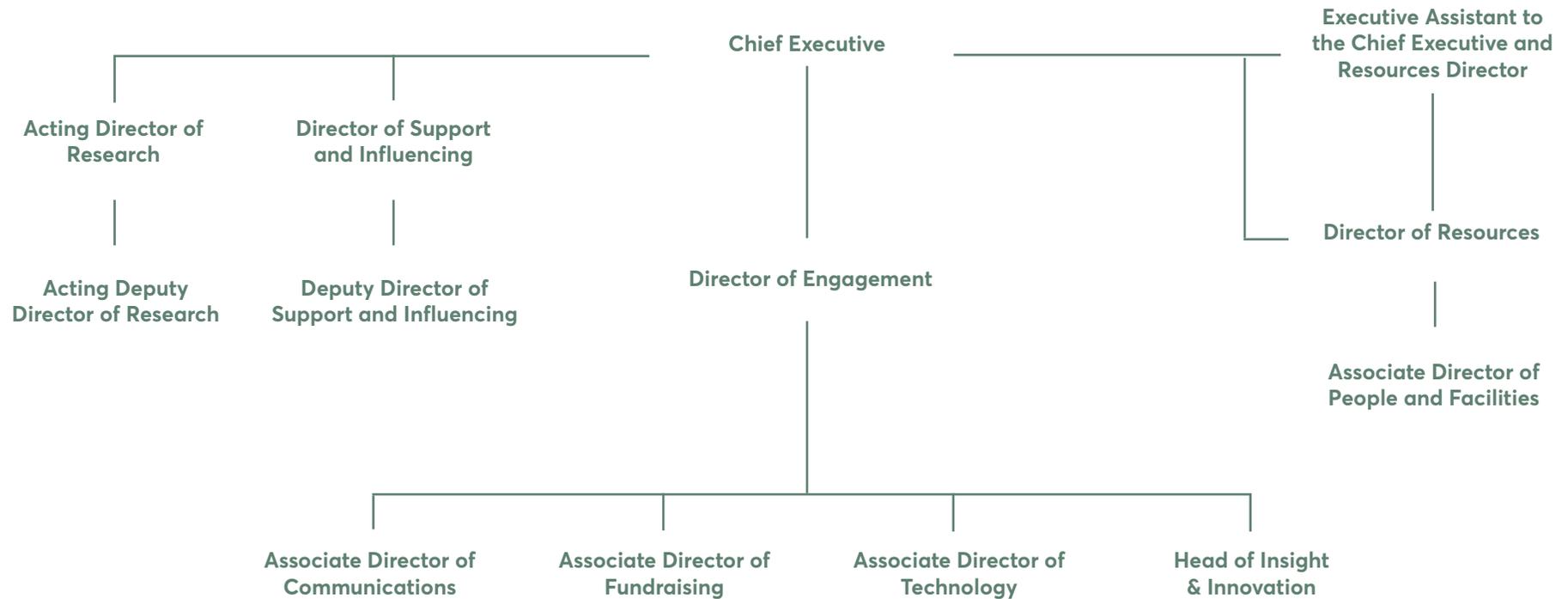
- Experienced at developing and delivering integrated fundraising strategies
- Experience of guiding organisational decisions at Leadership team level
- Ambitious with track record of growing income
- Experience across the range of fundraising disciplines
- Audience focused approach, with track record of using insight to make informed decisions
- Ability to closely monitor performance and adjust plans according to results and projections
- Educated to graduate level or equivalent
- Experienced at developing and managing complex projects across an organisation
- Track record of delivering joined up communications in collaboration with colleagues across an organisation
- Experience at managing and leading high- level external relationships
- Excellent people management skills
- Natural collaborator
- Excellent communicator
- Ability to stay calm and make informed decisions quickly

Desirable:

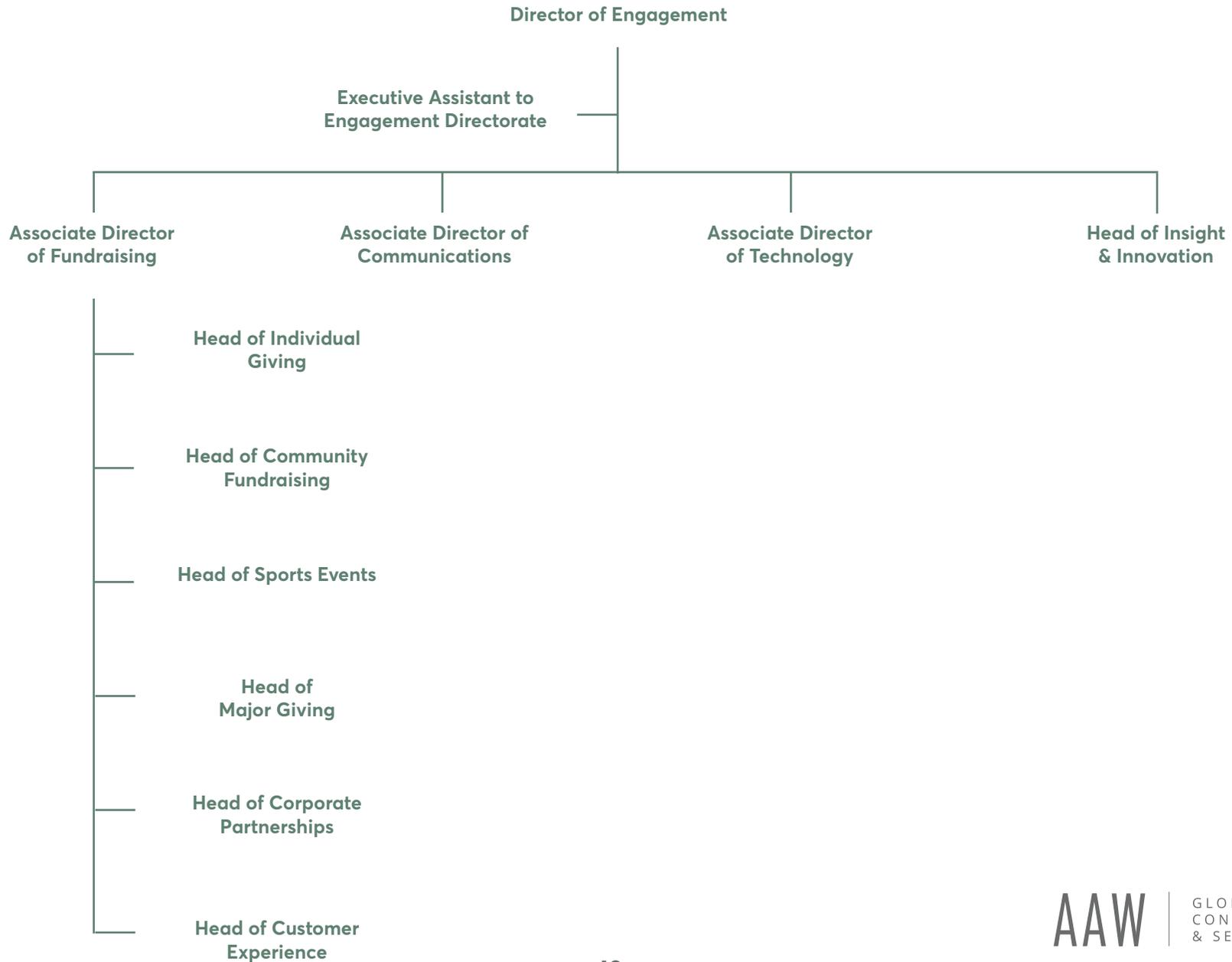
- Experience of delivering a major appeal



Leadership Team

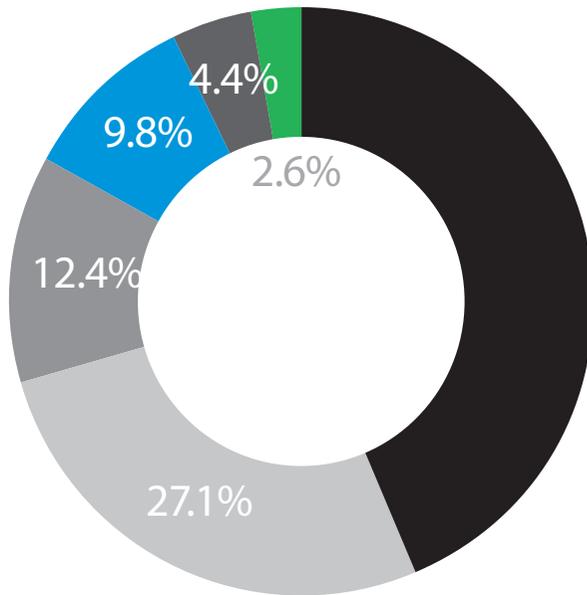


Fundraising Directorate



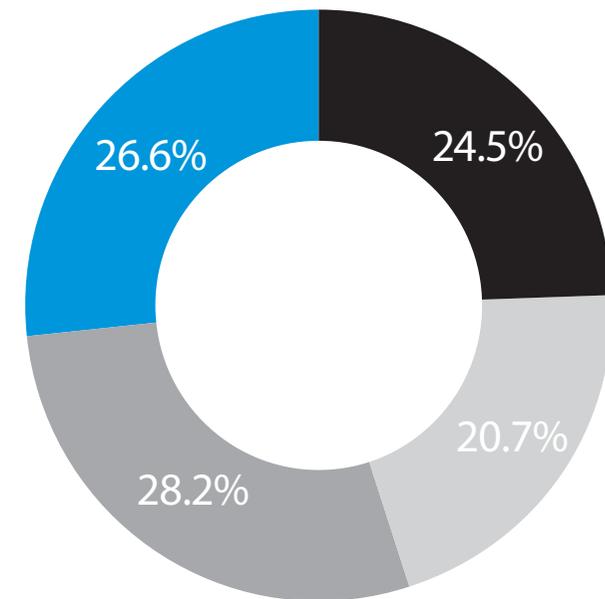
Total Income and Expenditure

Income



- Individual donors and legacies
- Community and events
- Movember Foundation
- Major donors and charitable trusts
- Corporate donors
- Other

Expenditure



- Research
- Support and Influencing
- Raising Awareness
- Generating Funds

Salary and Benefits

Salary: £75,000

Nature of contract: Full Time, 37.5 hours a week.

Base: London Bridge

Holidays: 28 days annual leave plus bank holidays

Pension: Employee contribution 3%, employer contribution 5%. If you contribute 4% we will pay 6%, and if you pay 5%, we will pay 7%.

Additional benefits:

Agile and flexible work; where we can accommodate it, we invite our staff to work flexibly.

Discounted gym membership

Employee assistance programme

Season ticket loan

Cycle to work scheme

Life assurance

Free income protection scheme

Enhanced maternity, paternity, adoption pay and sick pay.



How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, not exceeding one page, highlighting your suitability for the position and why you are interested, by email to: talent@aawpartnership.com

For an informal conversation prior to applying to this role, please contact Anton Packheiser +44 (0) 7749 858597 or Quinton Seemann on +44 (0) 7948 543765

Closing date: 9am, Wednesday 23rd January 2019

Interview date: Friday 1st February 2019

Please note that we will be shortlisting as we receive applications, so please apply as early as possible to avoid disappointment.



Find out more about Prostate Cancer UK

Prostate Cancer UK has a simple ambition - to stop men dying from prostate cancer. Through shifting the science over the next 10 years to focus on radical improvements in diagnosis, treatment, prevention, and support, we will stop prostate cancer being a killer.

For more on our vital work visit www.prostatecanceruk.org





**PROSTATE
CANCER UK**

Thank You

ASTARITA ALDRICH & WARD

GLOBAL LEADERSHIP CONSULTING & SEARCH

