

Bloodwise

The blood cancer research charity

Candidate Pack –
Director of Fundraising and Marketing

ASTARITA ALDRICH & WARD

GLOBAL LEADERSHIP CONSULTING & SEARCH



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A Letter From our Chief Executive, Gemma Peters



A warm welcome from Bloodwise and thank you for your interest in the role of Director of Fundraising and Marketing.

Bloodwise has a long and successful history as a research funder, we have established a formidable relationship with scientists, clinicians, supporters and stakeholders and have invested more than £500 million in blood cancer research in the UK. We have funded a number of critical research breakthroughs over the past six decades and where we have invested, survival rates and quality of life have improved. The rate of scientific discovery is accelerating, the prospect of new and kinder cures is closer than ever and yet at the same time the incidence of blood cancer is on the rise. However, we can see that the next 10 years could be the tipping point in which we finally beat blood cancer.

Now is a great time to be joining Bloodwise as it enters the most exciting chapter in what has been a long and distinguished history and I feel privileged to have taken up the leadership of the organisation at this critical point. Bloodwise is embarking on a period of growth and realignment during which we will need to learn from, and build on, our strengths at the same time as drive transformation to ensure we achieve the best outcomes for blood cancer patients, their families, friends and supporters.

The Fundraising and Marketing directorate is at the core of what we do – we cannot fund all the research and patient support or raise our profile and awareness of blood cancer without an effective fundraising and marketing team. The post holder will be responsible for leading the development of our fundraising and marketing strategy and aligning this to our strategic objectives.

We are seeking a highly strategic and creative thinker with experience of leading successful fundraising and marketing teams. The successful candidate will have a pragmatic approach and the ability to inspire and motivate a team. We welcome applicants from a range of sectors with demonstrable experience of successfully delivering high quality fundraising and marketing results.

If you would like to contribute your expertise, energy and innovation to this important post for Bloodwise or would like to find out more, please get in touch with Anton Packheiser on +44 (0) 7749 858597 or Suzie Spooner on +44 (0) 7960 932 315. They will be delighted to hear from you.

A handwritten signature in black ink that reads "Gemma Peters". The signature is written in a cursive, flowing style.

Gemma Peters
Chief Executive

About Us

We are Bloodwise, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5th most common cancer and sadly it is the 3rd biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.



About Your Role

Context

Since its creation in 1960, Bloodwise has established a formidable relationship which scientists, clinicians, supporters and stakeholders and has raised nearly £500 million for investment in blood cancer research. In that time research has taken us from a position where survival from any blood cancer was measured in weeks and months to a future where beating blood cancer is a very real possibility. These achievements have brought new challenges in particular for those who now live with long-term chronic conditions and the emotional, physical and practical demands that this places on patients, their families and friends and the services that provide treatment and care. Much has been achieved but there is still much to do.

This is an exciting time to be joining Bloodwise. Our new CEO has already brought new energy, insight and ideas to the organisation and there is a real buzz as we look to the future building on all the great work that has gone before.

The Fundraising and Marketing Directorate raises over £15m, but we need to grow income significantly over the next five years to fund the life-changing scientific breakthroughs in blood cancer research.



About Your Role

The Opportunity

This is an exciting opportunity to strategically lead our Fundraising & Marketing department and help us to achieve transformational growth.

We changed our name to Bloodwise in September 2015. We brought together our marketing and fundraising functions under one directorate in 2016 to develop a more integrated approach to raising awareness, building relationships, generating income and delivering on our strategic priorities. We are now seeking an experienced leader to help Bloodwise thrive.

The Director of Fundraising and Marketing will lead the media and communications teams, further develop our fundraising function to ensure we are maximising our income opportunities, and promote and protect our corporate identity and brand. Leading a team of around 50 people nationally, they will have specific responsibility for the delivery of several new and existing major programmes in areas such as stakeholder engagement, corporate partnerships, major donors, individual giving, events, community and trusts and foundations.

We are looking for someone who has a strong track record of delivering significant growth in income at a senior level across multiple fundraising disciplines. Ideally you will have experience of building a digitally enabled donor acquisition programme, and a track record of leading high-value partnerships would be a distinct advantage.

With plenty of demonstrable experience of creating and implementing successful supporter journeys, you will help realise our ambition to significantly grow our income to increase our funding of the UK's leading blood cancer research programmes and meet the needs of patients and their families.



About Your Role

Organisational structure

You'll be part of a Director team of four, reporting into the Chief Executive. The Chief Executive reports directly to the Chairman of the Board of Trustees and the executive team meet with the Board of Trustees six times a year, usually on a Wednesday evening. You will engage with the Trustees on relevant aspects of marketing and income generation. You will also directly manage four members of staff.

Main purpose of the role

You will strategically lead and inspire the Fundraising and Marketing Department to deliver and grow a multi-million pound portfolio of events campaigns and external communications, to generate the money we need to fund the vital research that brings us closer to beating blood cancer and improving lives of people affected by blood cancer.

More specifically the purpose of the job is:

1. Strategic fundraising leadership in order to increase income
2. Marketing and communications leadership; establishing a three-year operational plan to increase supporter engagement
3. Working as part of the senior leadership team, develop and guide the strategic direction of Bloodwise ensuring the successful achievement of organisational goals and performance targets.

Our leaders need to be inspirational, bringing enthusiasm, energy and conviction – to lead by doing, not just saying. With a 'can do' attitude and collaborative management approach, our leaders engage their teams and make their work fun as well as rewarding.



Key Responsibilities

Strategic direction

- Set clear strategic direction and drive ambitious, achievable stretch targets for all income streams aligned with our vision, mission and strategic goals.
- Drive innovation and fundraising excellence, making data driven decisions to support growth.
- Build alignment between fundraising, advocacy and awareness, building effective supporter journeys

Developing our fundraising portfolio

- Ensure ongoing review of our existing fundraising portfolio; proactively managing performance and developing case for future investment.
- Devise and deliver a cross organisational donor-acquisition strategy
- Maximise the contribution from maturing income streams
- Ensure the Return on Investment of all activity is completely understood and actively managed
- Maintain an excellent understanding of the external fundraising environment, in order to maximise opportunities for diversification and ensure compliance with best practice
- Play a lead role in identifying and securing new supporter/partner opportunities with an emphasis on significant corporate partners, major donors and trusts foundations and statutory

Supporter engagement

- Develop and implement a cross organisational 'supporter journey' programme using customer insight to ensure all stakeholders get the right experience when they interact with us
- Alongside the Directors of Research and Patient Experience, provide strategic leadership for marketing our services to health professionals, researchers and patients.



Key Responsibilities

Marketing and communications

- Work with the Chief Executive to define our core target audiences and the best strategies to reach them.
- Develop a strategic, integrated approach to optimise impact and enhance Bloodwise's external position
- Develop digital fluency across the directorate and wider organisation
- Ensure that the team and wider organisation are equipped to communicate with confidence about our purpose, our impact and the business of the charity.

Management, planning and leadership

- Embed a culture of high-performance in which the team are inspired and empowered
- Proactively analyse performance for ongoing improvement
- Develop our Fundraising and Marketing strategy
- Design, agree and actively monitor KPIs including income, expenditure and ROI
- Ensure the organisation complies with relevant regulations, standards and legislation in relation to our engagement and income generation activities
- Ensure the team has appropriate infrastructure to perform at the level required.

External representation

- Be an ambassador for Bloodwise – through compelling written and oral communication
- Communicate with empathy to patients and their families, and with passion and influence to potential supporters

General responsibilities

- Carry out any other duties as appropriate, directed by the CEO or Trustees
- Support diversity and equality of opportunity in the workplace.

Things we all do

- Attend and assist at Bloodwise events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Bloodwise at any activity you attend
- Develop an in-depth understanding of our work
- Do any other reasonable things your manager needs you to do



Person Specification

Essential experience

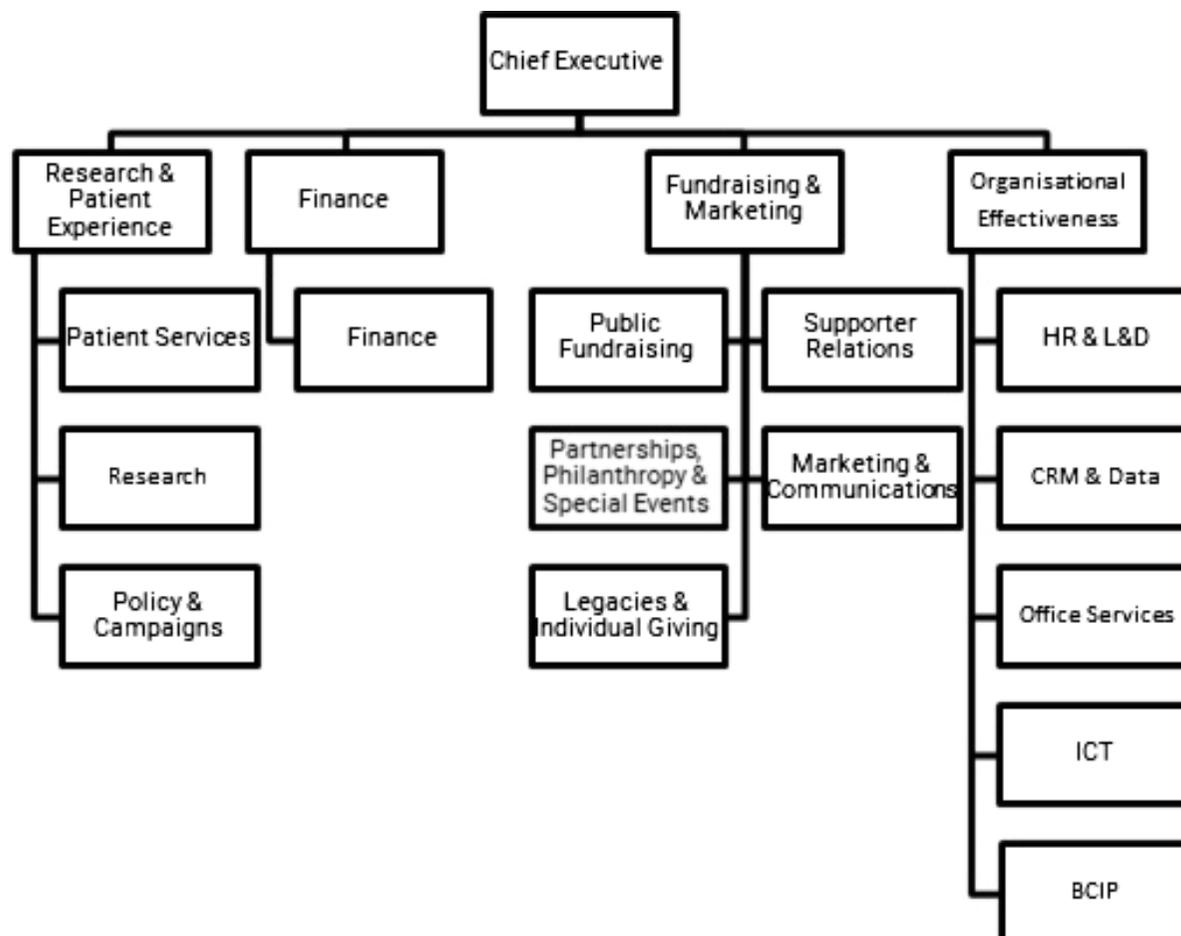
- Extensive experience and a proven track record in establishing and growing a broad range of income streams, and setting and meeting ambitious income targets
- Experience of working at senior level in a charity of a similar size in a role which requires an organisation-wide, cross-functional strategic perspective on issues, challenges and opportunities
- Experienced in creating and developing an income and engagement strategy and ensuring the development of clear plans to deliver it
- Demonstrable understanding of communications and marketing with experience in developing reach, reputation and brand
- Demonstrable experience in senior relationship building and developing influential partnerships both internally and externally
- Experience of successfully implementing strategic change programmes
- Demonstrable track record of leading, motivating and managing high-performing teams and achieving improvements in efficiency and effectiveness
- Demonstrable experience of building purposeful senior relationships and developing partnerships both internally and externally
- Demonstrable experience and understanding of data and research

Essential skills and abilities

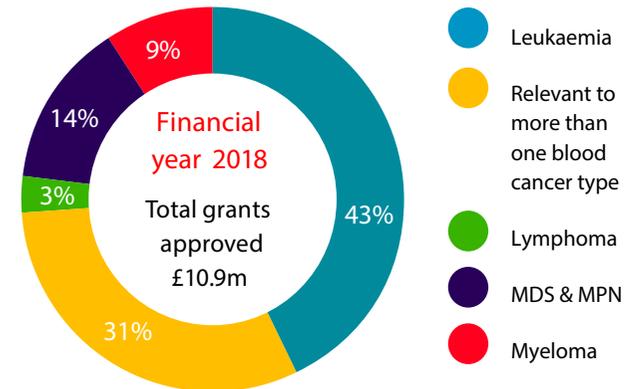
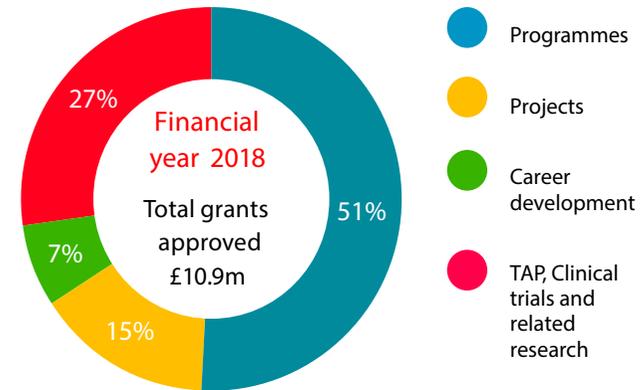
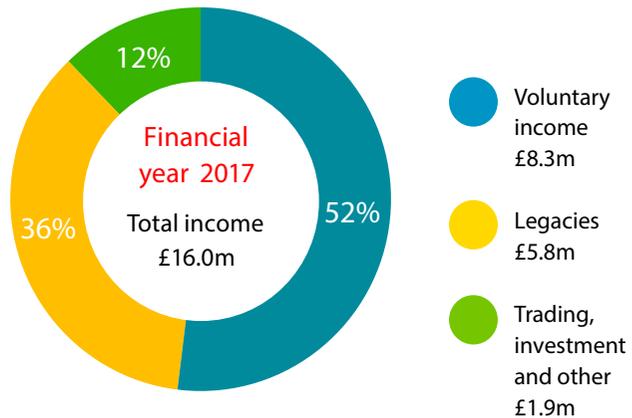
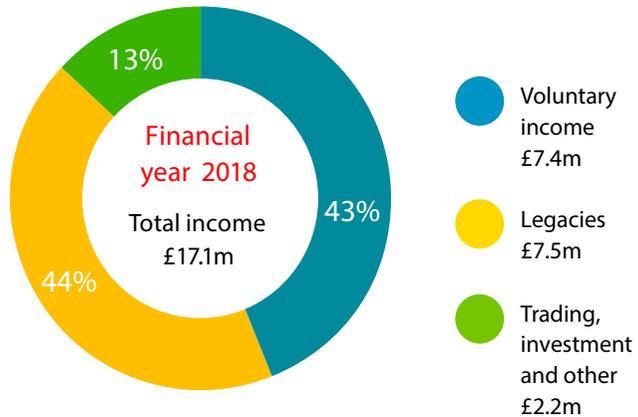
- Empathetic and inspiring team management style
- Commercially astute with sound budgeting and planning skills. Able to identify activities that will optimise return on investment across the portfolio, driving business efficiency, setting and achieving key performance indicators
- Effective, compelling communication skills with excellent networking and influencing skills
- Ability to engage others in driving plans forward with energy and credibility
- Digital fluency with deep understanding of how the digital environment can be optimised to drive a business
- An understanding of the broader environment and relevant trends. Powerful professional networks to draw on
- A commitment to equal opportunities and diversity and the aims and values of Bloodwise



Organisation Chart



Total Income and Expenditure



Salary and Benefits

Salary: Up to £90,000

Nature of contract: Contracted hours are 35 hours per week Monday to Friday which may be worked in accordance with our flexible working policy (e.g. 9-5, 8-4, 10-6). Additional weekday and weekend commitments will also be necessary to meet the demands of the job. Where applicable extra time worked can be claimed back using our Time Off in Lieu (TOIL) policy.

Base: Bloodwise Head Office, Holborn, London, although the role will require some travel to other sites across the UK.

Holidays: 30 days holiday plus bank holidays

Pension: Automatic enrolment into our pension scheme, which is run by Aegon. This can be increased through length of service. (Employer 5%, Employee 5%). Directors who have passed their probationary period are also eligible for enhanced pension provision (Employer 15%, Employee 5%).

Additional benefits:

Life assurance, Employee Assistance and Personal Development Programmes

Staff who have passed their probationary period are also eligible for interest free season ticket loan, Ride2Work scheme and childcare voucher scheme.



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 Suzie Spooner at +44 (0) 7960 932315

Closing date: 5pm (GMT), 23rd January 2019

Interview date: Week commencing 4th February 2019

Please note Bloodwise is an equal opportunities employer and is committed to ensuring all applications are treated fairly. We will be shortlisting as we receive applications, so please apply as early as possible to avoid disappointment.



Find out more about Bloodwise

Bloodwise's vision is a world without blood cancer. Our mission is to fund world-class research until every type of blood cancer can be prevented or cured.

For more on our vital work visit www.bloodwise.org.uk



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Thank You

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