



We're looking for an **Events and Community Fundraising Officer** to join our team

**Salary:** £30,000

**Base:** Central Edinburgh/hybrid

**Hours:** Full time and permanent. 35 hours a week over core working hours of 10am – 3pm, Monday to Friday, with a one-hour lunch break. The office is open 8am – 6pm daily and our hybrid working policy requires all full-time employees to work at least two days a week in the Edinburgh office.

**Benefits:** 10% employer pension contribution; employee assistance programme and counselling service; enhanced maternity/paternity/adoption pay; enhanced sick pay; 31 days' paid holiday/year plus four paid winter public holidays; 2-weeks fully remote working/year; three paid carer days/year; death in service benefit; cycle to work and travel season ticket schemes.

To support the Team's work-life balance, we work a nine-day fortnight where the charity is closed every second Friday.

## About the role and why we need you

By joining our friendly, committed charity you'll be making an impact every day. Working within the Events and Community Team, you will have the opportunity to grow this income stream and work across the charity to provide sector-leading supporter experience. You will work closely with the Events and Community Manager to lead the charity's outdoor and challenge event portfolio, attend challenge events and community fundraising activities to steward supporters, deliver talks and give thanks. The role also gives you the chance to show why discovery research is vital to starting new cancer cures, and as a highly collaborative charity, your colleagues will be eager to share their expertise with you.

The charity's values are Curious, United, Real, Entrepreneurial and Spirited, which you can readily demonstrate day to day. You will be an advocate for our vision and act as a role model for the charity when in touch with event and challenge participants.

## Who are we?

At Worldwide Cancer Research, we start new cures. Cancer is still one of the leading causes of death worldwide, but cutting-edge science can give us hope. Discovery research seeks to uncover new knowledge that could change the way we think about cancer. It reveals new ways to prevent, diagnose, and treat cancer that can save lives.

We actively seek unconventional and imaginative ideas from scientists at all stages of their career, across the globe. In some cases, we are the only organisation that will fund a scientist's idea. We take an unbiased approach to research funding by focusing on supporting only the best ideas for new cures. By having a diverse research portfolio, we increase our chances of finding breakthroughs.

Our vision is of a day when no life is cut short by cancer, and we believe we can achieve this by starting the life-saving advances of the future by sowing the seeds of discoveries. Anyone that helps bring forward breakthroughs – including our staff, our supporters, and the researchers we fund – is a Curestarter.

As a charity, we are committed to opportunity without barriers, and we are striving to seek, value and learn from different perspectives and experiences. We want Worldwide Cancer Research to be an inclusive organisation – where everyone can be themselves and feel valued – as diverse as the scientific community we fund and the families whose lives we impact.

We are committed to ensuring that we provide equal opportunities to every applicant regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We aim to ensure that our recruitment process is unbiased and that everyone is treated equitably. In support of this, we have pledged to 'Show the Salary' for our roles and we are registered as a Disability Confident Committed Employer – because our team members are at the heart of everything we do to start new cancer cures around the world.

To help start new cancer cures and save lives, we are looking for an Events and Community Fundraising Officer to join the busy Events and Community Team at Worldwide Cancer Research, to help the charity run its multi-million-pound funding programme for discovery cancer research.

### How do I apply?

- Please email your CV with your cover letter to: [recruitment@worldwidecancerresearch.org](mailto:recruitment@worldwidecancerresearch.org)
- You will find the full **job profile** and our **benefits** on [Worldwide Cancer Research careers](#)
- Closing date is 11 November 2024, 12 noon.
- **Interviews will be held in Edinburgh w/c 25 November 2024** we will contact all applicants as soon as possible after shortlisting for interview.
- We are a disability confident committed employer – please contact Paula Cahill, our HR Manager, if you have any questions about our recruitment process, accessibility and adjustments to support you: [paulac@worldwidecancerresearch.org](mailto:paulac@worldwidecancerresearch.org)
- Please note your cover letter will be key to the success of your application and applications without cover letters may not be considered.
- Please tell us where you first saw this job advertised.



## Additional information:

### Award

Worldwide Cancer Research is a team of around 50 and we run an annual Employee Engagement Survey; in 2024 we achieved a 93% positive response to 'I would recommend Worldwide Cancer Research as a good place to work'.



### Privacy

We will hold your application data on file for six months after the end of the recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#) . Thank you for your interest in our work.

## Job and person specification:

### Post: Events and Community Fundraising Officer

**Responsible to:** Events and Community Manager

### Key contacts/relationships:

**Internal** - Director of Marketing & Fundraising, Head of Fundraising & Philanthropy, and the Fundraising & Philanthropy, Brand & Communications, Marketing & Supporter Care, CRMA, and Research teams

**External** – Third party event organisers, marketing agencies, challenge event participants, individual and corporate supporters

### Purpose:

To deliver an agreed income target through challenge events and community fundraising activity, whilst encouraging long-term support for Worldwide Cancer Research.

Events and community fundraising is a growing area for the charity, this role will support the Events and Community Manager to optimise this income stream while working across the charity to provide a sector-leading supporter experience.

This new role will work closely with the Events and Community Manager to:

- Lead the charity's challenge event portfolio, taking responsibility for monitoring performance and adapting the portfolio accordingly.
- Attend challenge events and community fundraising activities to steward supporters, deliver talks and give thanks.
- Work in partnership with the Marketing & Supporter Experience team to deliver and refine effective supporter relationships and journeys while increasing retention through enhanced supporter loyalty.

## **Key responsibilities/accountabilities:**

- **External relationship management**
  - Act as key contact for event partner organisations and third-party event place providers.
  - Build relationships with supporters and deliver talks as required.
  - Identify and attend networking events to generate new opportunities.
- **Cross-team working**
  - Work in partnership with the Supporter Care Team to deliver high quality supporter stewardship.
  - Work in partnership with the Brand & Communications team to develop creative marketing collateral that delivers the charity's key messages, and to identify strong supporter stories.
  - Collaborate with the Marketing Manager to devise campaigns to promote challenge events and community activities, taking responsibility for acquisition targets and conversions.
  - Any other related activities, as required.
- **Income tracking, analysis and data management**
  - Record and track relevant activity, correspondence and information gathered on Salesforce.
  - Analyse data and compile reports in order to review income performance, participation levels, conversions and return on investment (ROI) to help make insight-led decisions.
  - Ensure all dashboards are accurate for the Senior Management Team (SMT) and prepare reports as and when required.
- **Wider knowledge of fundraising landscape**
  - Work with the wider Fundraising & Philanthropy team on conversion tactics to enhance other fundraising areas and drive sustainable growth.
  - Keep up to date with current fundraising and marketing innovation, trends and legislation, and adapt the approach when required.
  - Ensure all activity is compliant with relevant fundraising regulations and in line with organisational information governance policies.

## **Generic information for all roles**

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role, and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Attend regular team training as required.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties, upholding the charity's values.

**Person specification:**

Requirements	Essential	Desirable
<b>Educational attainment</b>	Good level of literacy and numeracy. Relevant professional qualification or demonstrable evidence of relevant experience.	Individual membership with the Chartered Institute of Fundraising.  Certificate in Fundraising.  Knowledge of public fundraising sector.
<b>Experience</b>	<p>Delivering customer care in a charity or commercial setting.</p> <p>Organising and running events, including coordinating on-the-day support.</p> <p>Working on several projects at one time with multiple priorities.</p> <p>Involvement in cross-team collaborative projects.</p> <p>Compiling reports to evaluate performance of a project or activity.</p> <p>Knowledge of legislation and guidelines relating to charity fundraising; Gift Aid, fundraising codes of practice and data protection.</p>	<p>Leading cross-team projects.</p> <p>Fundraising role.</p> <p>Charity volunteering.</p> <p>Delivering against set income objectives and targets.</p> <p>Supplier management; print, creative, data services.</p> <p>Networking.</p> <p>Public speaking.</p>
<b>IT experience</b>	<p>MS Office suite including Word, Outlook and Excel.</p> <p>Working knowledge of databases or CRM systems.</p>	Salesforce.
<b>Skills and aptitudes</b>	<p>Ability to multi-task and work towards a range of deadlines and priorities for multiple teams and stakeholders.</p> <p>Excellent communication skills - both spoken and written - with ability to communicate effectively internally and externally, at all levels.</p> <p>Ability to lead on and collaborate in projects with a range of colleagues while maintaining buy-in from all involved.</p> <p>Aptitude for planning and organisation.</p> <p>Proficient at meeting deadlines and remaining calm under pressure.</p> <p>Confident speaking to a range of audiences.</p>	Creativity and innovation to spot opportunities.

	<p>Strong numeracy and analytical skills, particularly to assess campaign performance, monitor costs, and assess key performance indicators (KPIs).</p> <p>Empathy and integrity, particularly while acting as an ambassador for the charity.</p> <p>Professionalism, including confidentiality and reliability.</p> <p>Aptitude for learning new IT systems.</p>	
<b>Interests</b>	<p>Charity work.</p> <p>Professional learning and development.</p>	<p>Appreciation of discovery cancer research.</p> <p>Knowledge of Worldwide Cancer Research.</p> <p>Third sector networking</p>
<b>Other requirements</b>	<p>Willingness to understand the vision, mission and strategy of Worldwide Cancer Research.</p> <p>Commitment to attend training courses to update knowledge and skills.</p> <p>Commitment to diversity and inclusion.</p> <p>Willingness to demonstrate the charity's values.</p> <p>Travel throughout the UK as required for events.</p> <p>Ability to work occasionally in evenings or at weekends.</p> <p>Full and valid driving licence and access to own car for business travel.</p>	