

# Director of Fundraising & Supporter Engagement

## Recruitment Pack



**PROSTATE  
CANCER UK**



**Starfish**

# A welcome from our Chief Executive

Thank you for your interest in becoming our Director of Fundraising and Supporter Engagement at Prostate Cancer UK – one of the UK's most vibrant and vital cancer charities.

Every day, in the UK, around 130 men are diagnosed with prostate cancer and over thirty men die of the disease. Our story that prostate cancer had overtaken breast cancer as the third most common cancer killer hit the headlines in February 2018 and in January 2020, we announced that prostate cancer had become the most commonly diagnosed cancer in the UK, a decade ahead of previous estimates. The impact of the pandemic has added to the challenges for those facing prostate cancer. Our work has never been more urgent.

We have a vision of a world where lives are not limited by prostate cancer. In practical terms this means funding ground-breaking research, supporting men with advice and information, influencing for change in UK policy and health services and raising people's awareness about this poorly understood disease. We need to grow our income to keep pace with our ambition and had been successful in doing that over recent years.

As with many charities, the Covid-19 pandemic had a very abrupt impact on our activities and we saw a sharp decline in our income in the immediate months following. Inevitably we faced tough decisions and I am proud that through a period of change and uncertainty, the team worked tirelessly to deliver new products, in new ways, and ensure we kept our audiences engaged. As a result, we have seen our income exceed our plan for the 2020/21 year and we now have a strong platform for continued growth in the years ahead.

Our new Director of Fundraising & Supporter Engagement will be joining an agile, forward thinking, and creative team that moves at pace. Key to our success over recent years has been our audience and engagement strategy; our new Director will work in partnership with the Director of Communications to continue to drive and develop our approach in this area.

We're looking for an enterprising, ambitious and strategic leader with a strong track record of leading teams to grow sustainable income. You'll be passionate about customer engagement, uphold the highest standards of compliance and bring your experience in business planning and strategic development to your role as a member of the charity Leadership Team. You'll embrace our collaborative approach, be a rigorous, clear thinker who will help move the organisation forward and understand that people are at the heart of everything we do.

Whatever your background, you will share our passion to see prostate cancer beaten once and for all and I hope, having read this pack, that you are inspired to join us. If you have the skills, experience, and drive to help lead us through the next stage of our journey, we would love to hear from you.

With best wishes,

**Angela Culhane**  
**Chief Executive**



# An introduction

We are Prostate Cancer UK. We want a future where lives are not limited by prostate cancer. We want prostate cancer to stop damaging bodies and lives. We unite the brightest minds in science and healthcare and the most passionate and caring people to help men live long and live well. We do this because we have a big problem.

## Why we're here

Every year prostate cancer kills over 11,500 men in the UK. It is now the most commonly diagnosed cancer in the UK. It kills more men than any other cancer – it is as big an issue for men as breast cancer is for women.

Our top priority is funding research to find better treatments and better tests that can spot fast-growing cancers early and could be used in a screening programme to save thousands of lives.

## What we do

We fight to help more men survive prostate cancer and enjoy a better life. We do this because we believe men are worth fighting for.

We focus on:

- Finding answers by funding research into tests, treatments and causes. We invest in the most innovative ideas to accelerate our knowledge and understanding of prostate cancer, and develop better treatments and more effective approaches to diagnosis to transform the lives of all men with, or at risk of, prostate cancer.
- Supporting men living with prostate cancer and the effects of treatment. We will make sure the countless fathers, husbands, lovers, brothers and best mates diagnosed today have the support they need right now.
- Leading change by campaigning and collaborating to get the best treatment and support for men.

# The Journey

We are on an ambitious journey, setting out to beat a prolific killer of men. We have expertise, energy and experience on our side, and we will not rest until prostate cancer no longer menaces men.

Thanks to the breadth and depth of our work over the last 20 years, we're in a very strong position. We know exactly what needs to be done to reduce the numbers of men being killed and lives being damaged.

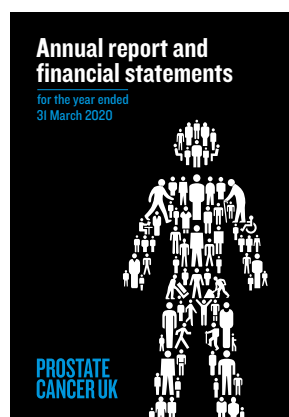
We are the driving force in prostate cancer research in the UK, investing in the most promising science and building partnerships with other organisations and the global research community. Our bold, collaborative approach means we can get developments into clinics faster and lead innovative ventures.

Thanks to our experts' analysis, we understand the scale of the problem, how it will play out over the coming years and what needs to be done right now to get us to a place where lives are not limited by prostate cancer.

We know how much money we need and we have a plan to help us raise it.

## But...

Our plan relies on thousands more passionate, caring, dedicated people joining us and investing their knowledge, influence, time and money to help us attack this problem. We can't do it on our own.



[Read our latest annual report and financial statements](#)

[Read More](#)



[Our research strategy 2020-2030: More cures, less harm](#)

[Read More](#)

# Our priorities

To have the biggest possible impact for men with prostate cancer, those not yet diagnosed and future generations, we need to tackle these priorities.

## Get men diagnosed earlier

This is the most critical part of our plan to stop prostate cancer killing men, because if it is caught early, before it has spread outside the prostate, there is a chance it can be cured.

## Get men diagnosed more accurately

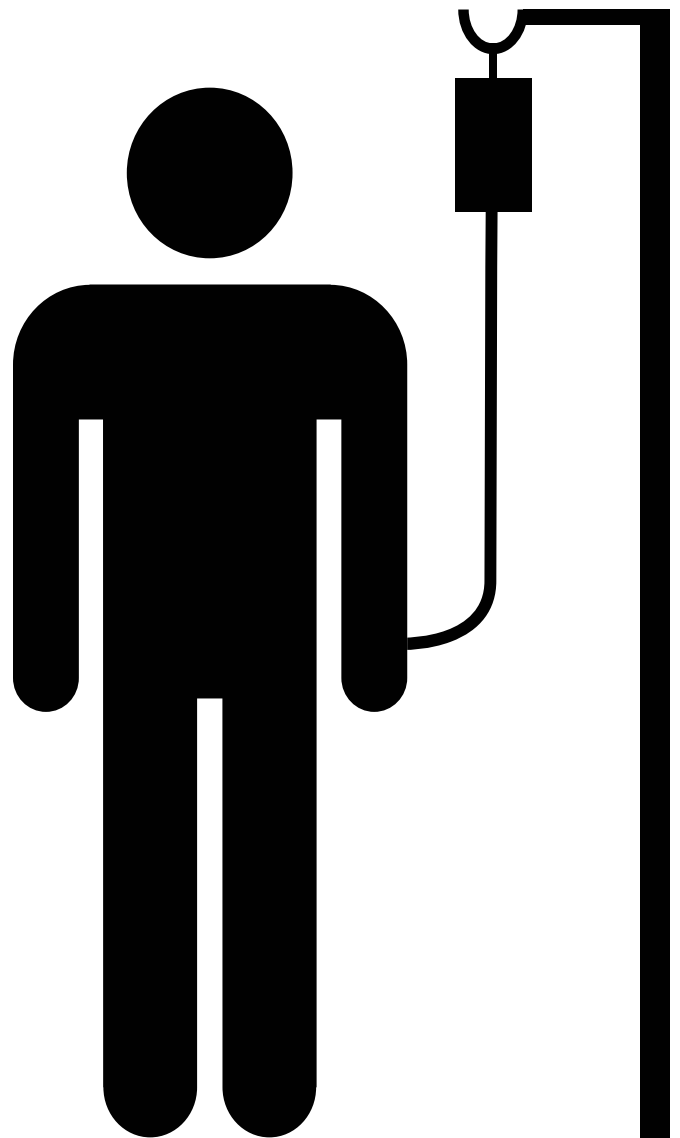
An accurate diagnosis of prostate cancer, that shows if it's spread and how aggressive it is, is vital to help more men survive. It enables men to choose the most appropriate treatments and getting that right gives them the best chance against prostate cancer.

## Get better treatments

More effective treatments for prostate cancer could save men's lives. Once prostate cancer has spread outside the prostate, there is no cure. Current treatments are not always effective enough or suitable and available for all men. Too many treatments leave men dealing with harmful side-effects.

## Get better support

Getting the right information at the right time can save lives. Our information helps men know their risk so they can take steps to get diagnosed early enough to be successfully treated. It can empower men to choose and to demand the right treatments that will stop the cancer coming back further down the line.



# Job description

I lead our high performing and successful Fundraising Directorate, ensuring that we attract, inspire and build lasting relationships with people to fundraise and support our ambition to stop prostate cancer being a killer. Insight, customer engagement and innovation drive our approach. As a member of the Leadership Team, I work collaboratively with my colleagues and contribute to the design and delivery of our strategy and plans, putting men at the heart of what we do.

## What I do:

- Lead the fundraising directorate.
- Work collaboratively (with the Director of Communications in particular) to develop and deliver the cross-organisational customer centred engagement approach. We aim to exceed expectations and believe every interaction matters.
- Deliver the long-term fundraising income growth target, guiding investments to ensure best value growth and finding opportunities to accelerate progress where possible.
- Deliver the annual income target within budget and optimise opportunities to exceed income projections.
- As a member of the Leadership team, contribute to, and develop charity wide strategy, plans and contribute to key decisions.
- Lead Fundraising Heads in the development and delivery of customer centric strategies and plans that inspire and retain supporters and grow income across each discipline.
- Work with the Director of Communications to inform and engage the Board and Trustee Committees in fundraising and engagement work.
- Ensure effective monitoring, evaluation and reporting is in place for fundraising and engagement activities, using both lead and lag indicators of customers, income and sentiment.
- Drive lifetime value for investments we make and optimise the effectiveness of the fundraising product portfolio.
- Develop and manage key external stakeholder relationships.
- Work closely with the Communications senior team to embed a unified, through the line approach to marketing and engagement activities.
- Ensure all activities are compliant with relevant internal policies, external legislation and best practice.

## I have the essentials covered:

- Highly developed people leadership skills, evidence of leading, developing and retaining successful fundraising teams.
- Strategic thinker with a holistic, cross-organisational approach to engagement of customers.
- Experienced at developing and delivering integrated fundraising and customer engagement strategies and business plans.
- Demonstrable understanding of the principles of a customer centric, data and insight led approach.
- Experience working at leadership team level and with Trustees.
- Ambitious with evidence of successfully growing income in a sustainable way.
- Experience across the range of fundraising disciplines.
- Ability to closely monitor performance, utilising lead and lag indicators and adjust plans according to results and projections.
- Experienced at developing and managing complex projects across an organisation.
- Experience at managing and leading high level external relationships.
- Natural collaborator and team player.
- Excellent communicator with a proactive approach to positive change and innovation.
- Ability to manage change, stay calm and make informed decisions quickly.

## I may have some optional extras:

- Experience of delivering a major appeal.



# How I 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

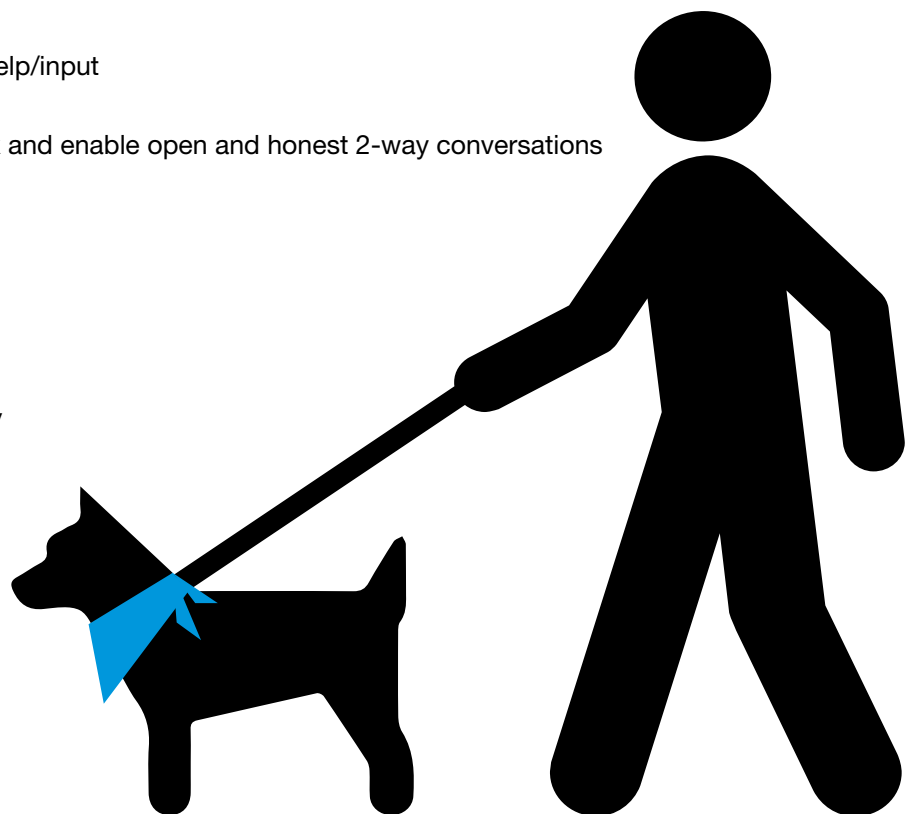
- Be brave – try new ways to achieve our priorities where it makes sense to do so
- Let go – trust and empower our teams to deliver
- Take calculated risks – without being reckless
- Move conversations along – not dive into unnecessary detail
- Be inspirational, ambitious and hard working
- Don't hide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

### 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 2-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



# The practical nuts and bolts

**I report to:** Chief Executive

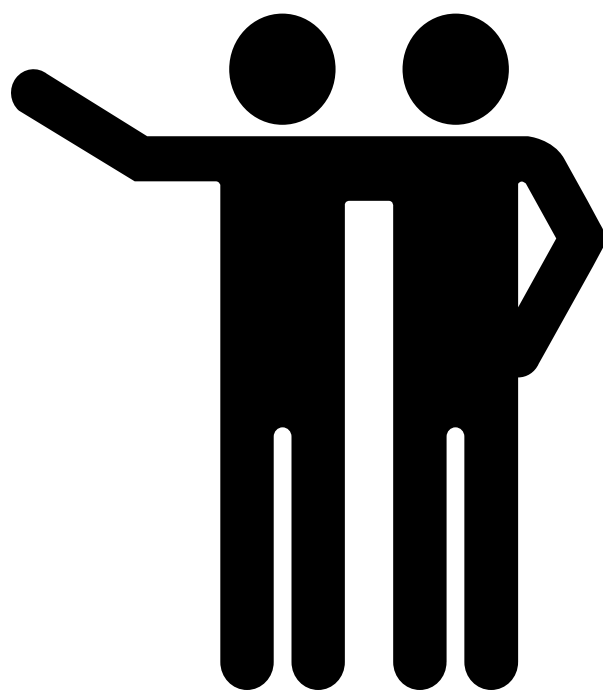
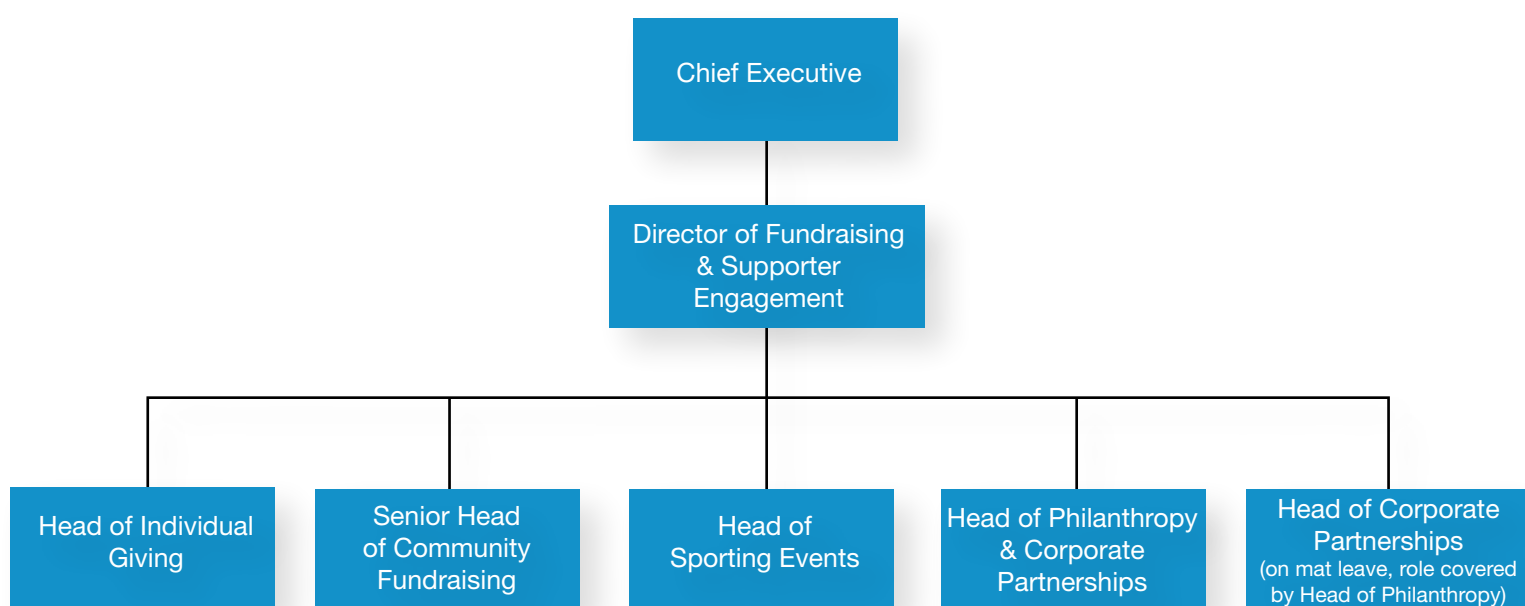
**Contract:** Permanent

**Hours:** 37.5 hours per week

**Budget:** (2019/20) Income £31m. Expenditure £10.8m

**Location:** Home based initially/travel to London Bridge and across UK when possible

**Team structure:** A team of around 50 employees, organised as follows:





# What we offer

## Salary

The salary for this role is circa £85,000 – 90,000 per annum on a full-time permanent basis.

## Time off

We offer all of our staff **28 days annual leave plus bank holidays**; increasing to 30 days after 3 years service.

## Agile and flexible working

We encourage agile and flexible working where we can accommodate this across the organisation. Our core working hours are 10am to 4pm Monday to Friday, unless otherwise agreed.

## Pensions

Defined contribution scheme with Standard Life:

- If you pay 3%, we will pay 5%
- If you pay 4%, we will pay 6%
- If you pay 5%, we will pay 7%

## Life assurance at 3 x annual salary

## Group income protection scheme

## Employee assistance programme

Through our independent provider, we offer a free, confidential telephone service for everyone in our team, their spouse/partner and any children under the age of 21 living at home.

## Discounted gym membership

We've teamed up with Fitness First to offer a 50% discount on multi-gym membership. Our closest gym – Cottons London Bridge – is just a minute from our London office; or you can use any of their 45 other locations in London.

## Season ticket loan

Pay off the cost of an annual rail travel card through deductions from your salary each month, interest free.

## Cycle to work scheme

You can buy a new bike and pay it off in monthly instalments through deductions from your salary (up to £1000).

# How to apply

We hope you will consider making an application; the charity is committed to increasing the diversity of its senior team and would particularly welcome applications that would help us achieve this aim. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact **Katy.Giddens@starfishsearch.com** or **Mark.Crowley@starfishsearch.com** and we will be happy to arrange a call.

To make an application, please go to **<https://starfishsearch.com/jobs/prostate-cancer-director-fr-se/>** and click on the apply now button, with the following prepared:

- Your CV (no more than three sides)
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet what we're looking for.

The expected recruitment timetable is set out below:

<b>Closing date:</b>	Friday 9th April 2021
<b>Preliminary interviews with Starfish:</b>	w/c 19th and 26th April 2021
<b>Initial meetings with Prostate Cancer UK:</b>	w/c 17th May 2021
<b>Final Interviews with Prostate Cancer UK:</b>	w/c 24th May 2021





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