

# DIRECTOR OF INCOME & ENGAGEMENT

# WELCOME

Hello,

I'm really pleased you're thinking about joining Pancreatic Cancer UK, because this is an exciting and crucial time for us.

Our vision is that everyone diagnosed with pancreatic cancer will live long and well. However, currently this is not the case for the vast majority of people diagnosed in the UK. For too long, pancreatic cancer has been overlooked, underfunded and left behind; it receives just 3% of the total UK cancer research budget. As a result, it's still too difficult to diagnose and treat and, sadly, more than half of people with pancreatic cancer die within three months of diagnosis.

But, since 2006, we have worked tirelessly to change this. And we've seen great progress in recent years. Our challenge is to make sure this progress not only persists but accelerates. We need the world to give this disease the attention – and, above all, the action – it demands. Because people with pancreatic cancer deserve more.

More research, more funding, more breakthroughs. **More than hope.**

We've pulled this pack together to give you a flavour of what it's like to work here. We're a dynamic, friendly team with a big heart and a steely determination to do all we can to bring about the changes that people with pancreatic cancer deserve.

We're working hard to build a diverse and inclusive organisation, where people from all kinds of backgrounds and perspectives can belong and thrive. We have a new set of values and behaviours, which are helping us embed a strong, collective culture. And we offer a range of attractive employee benefits, which we know our colleagues value. You'll find more information on what we have to offer - and why I believe we're a great employer - throughout this pack.

The work we do is tough. When you have pancreatic cancer, hope is hard. Often, it's all you have to hold on to. That's why we're building the best possible team, to make the maximum positive difference.

Now is a very exciting time to join us, we've just been the London Marathon Charity of the Year (COTY) and exceeded all our targets. The new Director of Income and Engagement will help us step up to the next level of engaging new audiences and diversifying our income portfolio. We need a strategic, ambitious and experienced leader with a strong track record of driving income growth and engagement and delivering on change and innovation, spotting and maximising opportunities.

As our new Director of Income and Engagement you will be joining a dynamic, innovative and collaborative Senior Leadership Team that together drives forward our overall strategy and plans. You will be leading our largest, integrated directorate, encompassing fundraising, engagement, marketing and communications. To succeed in the role, you will be a truly collaborative, visible and enabling leader who demonstrates a long term, joined up approach to engagement and who can energise and develop teams and build on the successes we've already made.

So, if you have skills, experience and the right attitude, we'd love to hear from you. Together, we'll transform the future for everyone affected by pancreatic cancer.

**Diana Jupp,  
Chief Executive**

[Click here](#) to view a video from Diana Jupp, Chief Executive of Pancreatic Cancer UK

# WE ARE PANCREATIC CANCER UK

We go above and beyond for everyone affected by this disease. Right now, half of people with pancreatic cancer die within three months of diagnosis. Families are left with only hope to hold onto. They need more. So, we do more.

We bring more breakthroughs through research, more change through campaigning, and more support through our expert nurses.

Everything we do relies on the generous commitment of our amazing community of supporters. We have ambitious plans to double our reach and income, so our fundraising and engagement teams are crucial to our future success.

## **We support people affected by pancreatic cancer**

We're here to help people affected by pancreatic cancer make sense of a diagnosis, to offer practical and emotional support and help guide them if they ever feel lost.

Our friendly specialist nurses are just a phone call or email away. They're experts in pancreatic cancer and are happy to talk for as long as people need. From tailored information on diagnosis and treatments to managing symptoms, they can help with all the practical things that cancer can throw at you.

## **We fund research break throughs**

Decades of underfunding mean that we still lack the tests and treatments to tackle this brutal disease. Hope alone can't fix this. People with pancreatic cancer need action now.

That's why our research strategy is vitally important. It aims to transform the future for people with pancreatic cancer. From cutting-edge tests to cancer-killing therapies, our scientists are striving for earlier detection and better treatment.

We're also investing in the brightest minds, to grow the research community and accelerate the life-saving breakthroughs that we so urgently need.





## **We campaign for change**

Pancreatic cancer is a cancer emergency that cannot be ignored. Right now, it's diagnosed too late, and just 7% survive. That's why Pancreatic Cancer UK is campaigning for change.

As the leading voice of the pancreatic cancer community, we work with governments, clinicians, researchers and those affected by the disease to find ways to speed up diagnosis, develop faster and better treatments – and call for more investment in research.

We demand that governments make pancreatic cancer a priority. Together, we can double survival in the next five years.

## **We build engagement and raise funds**

Everything we do relies on the generous commitment of our amazing community of supporters. We have ambitious plans to double our reach and income, so our fundraising and engagement teams are crucial to our future success.

## **Our Strategy to 2028: Finding breakthroughs. Giving hope. Saving lives.**

We won't stop until we achieve our vision - for everyone with pancreatic cancer to live long and well.

Pancreatic cancer is the toughest of cancer challenges. But in the last five years we have seen more progress than in the previous five decades. In the next five years we'll make more noise, inspire more action and drive more positive change. We'll transform how we diagnose, treat and care for people with pancreatic cancer – ultimately saving more lives.

## **Our Strategic Objectives**

We will drive earlier and faster diagnosis ... so everyone can be diagnosed early enough for treatment.

We will accelerate treatment breakthroughs ... so that people can benefit from better and more effective treatments

We will ensure high-quality treatment and care is available everywhere ... so that everyone can access good care, wherever they live.

We will improve people's quality of life today ... so that everyone is supported, empowered, and better able to manage their symptoms.



## How we'll do all of this

- We'll double our annual income, from £9m in 2021/22 to £18m in 2027/28.
- We'll double our reach.
- We'll double down on making sure we're as innovative, impactful, and cost-effective as we can be.

## Our values

Our values are at the heart of what we do. It's how we behave at work, how we communicate and how we bring more than hope to those affected by pancreatic cancer.

### Courage

It takes bravery and courage to challenge the status quo, to go against the majority and to advocate for the ideas that are different or outside the box. To take risks and be open to others' ideas.

Being innovative, creative and willing to explore the unknown and the new, and experiment, are all aspects of being courageous.

Being true to yourself, standing up for others and helping others to speak out and up, and supporting others when their needs are not the necessarily the same as ours takes courage.

Standing by your convictions, knowing when to advocate for yourself, your own health under pressure.

However, courage does not mean reckless. We show consideration and care to our work and to one another.

## Community

To be a driving force for change, we must work together. We are a supportive and empowering community that works together to find solutions to any challenge we might meet.

We have clear and open communication across all departments, and we're open to working in different teams and hearing contributions from different sources.

We aim to uplift and inspire one another. We recognise that every person we work with and collaborate with has an important role to play, regardless of what they do.

This means that, whilst we work as a team, we each take responsibility for and pride in our own individual work.

## Compassion

People are at the heart of what we do. People who are dealing with the biggest challenge of their lives.

So, we show compassion at all times. We have empathy for the people we help and for one another.

Whether working with one another, our supporters, our beneficiaries, or our partners, what we do and say always comes from the heart. And we appreciate that showing compassion for ourselves also strengthens our work.

However, compassionate does not mean a soft touch. We also have the strength to have difficult conversations and provide honest feedback when it's needed.

We hold each other accountable for upholding our values and behaviours.



## Equality, Diversity, Inclusion and Belonging

At Pancreatic Cancer UK we do not feel that inequalities or discrimination should exist anywhere and we actively and positively want to play a part in tackling this and by being an organisation where diversity is embraced, celebrated and welcomed. We know that inequalities in society lead to inequalities in health outcomes and this is no different for those affected by pancreatic cancer, as it is for any health condition.

- This matters to us. We believe that everyone with pancreatic cancer should live long and well, and as we drive change for pancreatic cancer, we commit to widening our reach and being responsive to the needs of everyone affected by pancreatic cancer and their respective communities.
- We will do this by recognising the opportunities where we can use our voice to influence and call out injustice, by seeking to raise our own awareness and understanding through listening and being better informed, and by putting equity, inclusivity, and belonging at the heart of all that we do.
- We will demonstrate our commitment through representation, support, respect, dignity, allyship and our values creating positive interactions for people we engage with internally and externally.
- This is about who we are, what we stand for, what we won't stand for, and recognising that we are accountable for the impact that we have. We know that this is a journey, and we are fully committed to proactively making changes to make a difference.

At Pancreatic Cancer UK, our ambition is to create an inclusive working environment that reflects the communities and audiences that we engage with and where everyone can be their true selves, where they feel respected, championed, heard, and supported. We want our workforce to achieve their potential, understand their contribution and feel proud of their impact by creating a culture and organisation that is genuinely inclusive by advancing equality, diversity, inclusion, and belonging through our policies and practices.

We believe diversity drives great outcomes by encouraging the different points of view that come from a diverse workforce. We want to hear from and engage with people whose experience of dealing with this disease may be very different depending on their individual circumstances and background. We can think of no better way to do this than by making sure that the way in which we recruit for roles and welcome people into our organisation supports us to have different perspective and understanding applied to our work. Therefore, we are especially keen to consider applications from suitable applicants who consider themselves to be in areas that appear underrepresented within the charity sector.

We are a fast-paced and growing organisation which is really committed to making a difference. Being a part of our team is being part of a thriving, positive, dynamic, successful, and welcoming community that is making an impact. We will support you and develop you should you wish this, and you get the opportunity to be involved in activities outside the scope of your immediate role. We care about your health and wellbeing and your work-life balance, and you will feel that your contribution is valued and matters.

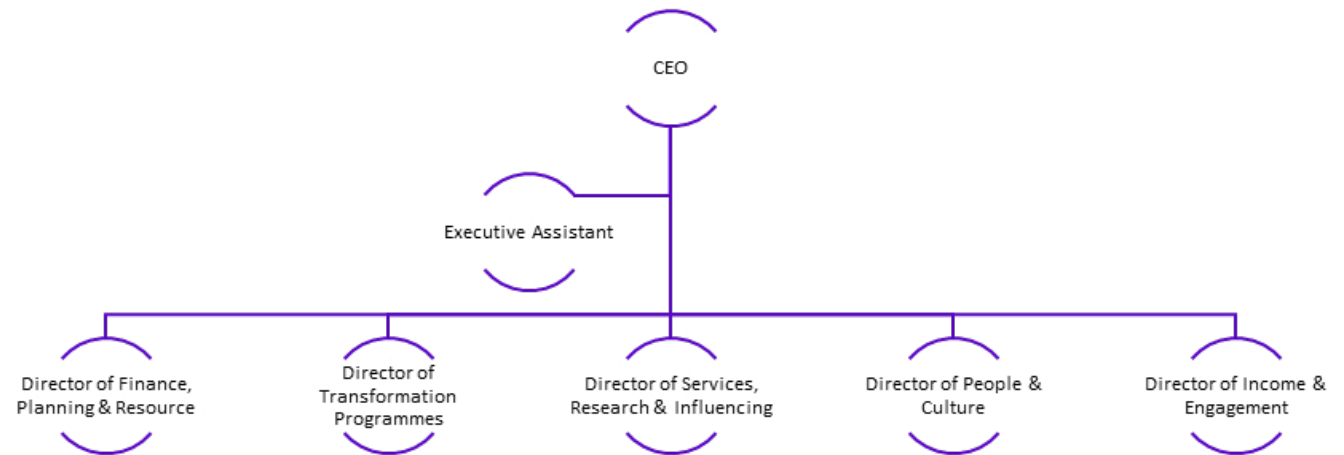
## Safeguarding

We are committed to creating a safe and rewarding environments for all of our people to work and volunteer in. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a process for staff to raise any concerns they have confidentially.

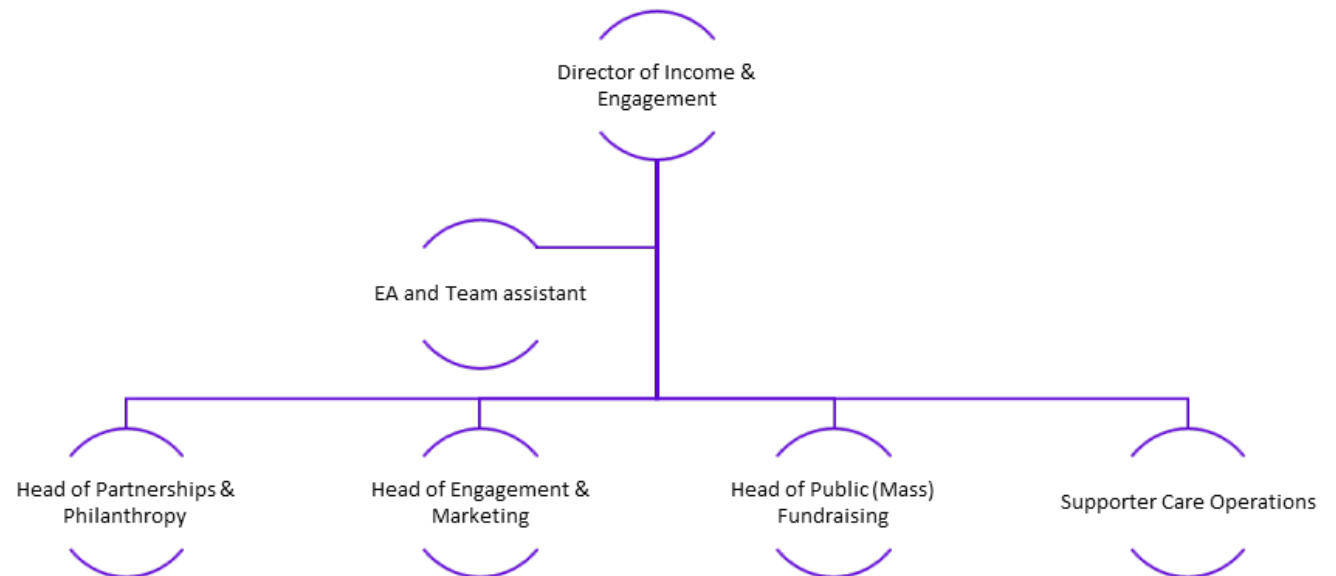


# ORGANISATION STRUCTURE

## Directorate and team Senior Leadership Team



## Income and Engagement Team (currently)



# JOB DESCRIPTION

## Key Focus

The purpose of this role is to generate sustainable income growth for the long term and to maximise our profile, impact and reach, enabling us to deliver our strategy to double survival and improve quality of life for everyone affected by pancreatic cancer.

You will lead a talented team of fundraisers and marcomms experts and play a key role in leading the charity as a member of the Senior Leadership Team.

## Key Deliverables

### Strategy

- Play a key role in setting and delivering strategy for the charity as a member of the SLT.
- Set clear strategic direction and drive ambitious, achievable stretch targets for all income streams and engagement strategies aligned with our vision and strategic goals.
- Review and refresh our fundraising strategy and plans – including optimising the effectiveness of our fundraising products and seeking opportunities to innovate and generate sustainable growth for the long term so we are future fit.
- Focusing on delivering fundraising excellence with specific focus on diversifying and developing our legacy programme, individual giving and enhancing our stewardship to attract more high value donors and partnerships.
- Develop and manage a portfolio of key relationships that support extending our reach, our impact and our income.
- Increase our reach and impact by being audience led and by developing seamless, joined up customer journeys which enable us to build enduring relationships over time with more people in our community and maximise cross-selling opportunities.
- Continue to develop our brand so that it fully reflects our values and strategy and ensuring that it is embedded across the organisation.





# JOB DESCRIPTION

## Leadership

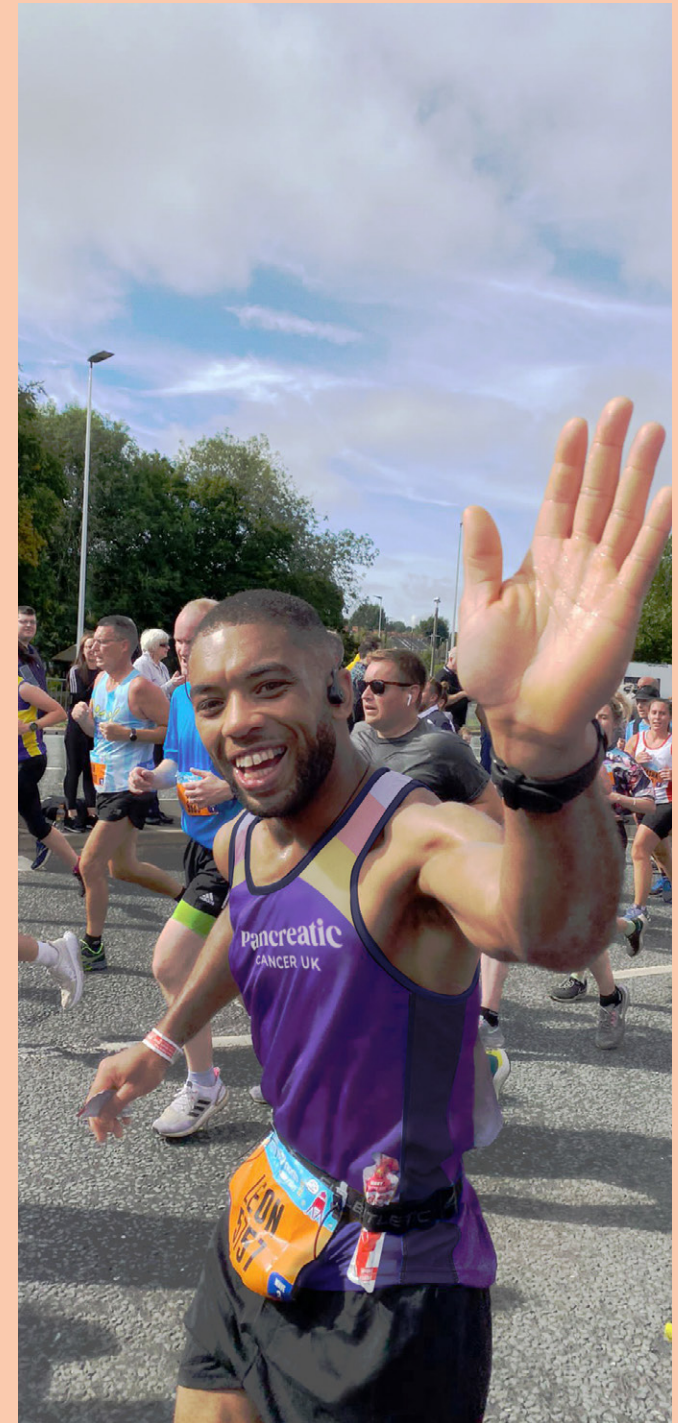
- Lead, coach and develop a high performing senior team that has a clear sense of purpose, responds quickly to the external environment, and takes advantage of emerging opportunities.
- Work with your senior team to role model excellent people management and leadership to create an environment and culture for the team to achieve their best work, nurturing a high performing senior team that has a clear sense of purpose, can adapt quickly and are open to change and innovation.
- Ensure effective joint and collaborative working across the organisation, providing strategic solutions to challenges as they arise.

## Transformation

- Drive forward our audience-engagement work, using insight from people with lived experience of Pancreatic Cancer and our extensive data to develop cross organisational supporter journeys and to maximise investments in income generation and engagement campaigns.
- Work with peers to drive improvements in charity wide systems and streamline organisational processes to allow colleagues to have maximum impact in their work.

## Delivery

- Set high level integrated plans within agreed budgets for the directorate which maximise the potential for long term engagement of many more people and growth in income, whilst exercising excellent financial and budgetary management.
- Ensure that effective monitoring, evaluation and reporting is in place for income generation and engagement activities to demonstrate progress and achievement, and that we are operating in an ethical way that aligns with our values.
- Ensure the right resources and capability are put in place across the directorate to deliver ambitious growth.
- Ensure all activities are compliant with internal policies, relevant UK legislation and sector best practice.



# PERSON SPECIFICATION

## **Knowledge and Experience Essential**

- Experience of being part of a leadership team within an organisation in transformation and growth mode.
- Substantial experience at a senior level in small to medium sized organisations with a broader organisational operational understanding.
- Proven experience of working within a multi-disciplinary marketing and fundraising environment with an excellent track record of achievement in setting and meeting ambitious income targets.
- Experienced at developing and delivering high level, complex and integrated fundraising and audience engagement strategies and business plans.
- Experience of driving a digital strategy and embedding digital practice within an organisation.
- Significant experience of complex financial and budgetary management, developing multi-year complex budgets, reforecasting and creating reporting structures.
- A proven track record of success in leading and managing a team of comparable size and complexity, to deliver high quality results to deadlines.
- Experienced at developing and managing complex projects across an organisation.
- Significant and demonstrable experience of managing and leading high level external relationships, having worked on high profile campaigns, multi corporate partnerships and working closely with principle stakeholders and key benefactors.
- Experience working at leadership team level and with Trustees.
- Experience of working within the voluntary sector, preferably in a health condition focussed charity.



# PERSON SPECIFICATION

## **Skills, style and attributes**

- A passion and commitment to transforming the future for everyone living with pancreatic cancer. This requires drive, determination, belief, enthusiasm, and a desire to make things happen.
- Personal and professional credibility commanding confidence and followship from all stakeholders.
- Empathy as a key characteristic, friendly and humble with a good sense of humour.
- Integrity and honesty.
- Excellent influencing and negotiation skills.
- Ability to empower others with strong emotional intelligence – a reflective listener.
- Highly effective relationship and alliance building abilities, comfortable in an ambassadorial role.

## **Skills and Abilities**

- A leadership style which promotes and encourages innovation, creative thinking and inclusivity.
- Ability to build strategic relationships and partnerships that benefit people with and affected by Pancreatic Cancer, and build and maintain effective internal stakeholder relationships.
- A well-developed understanding and sound knowledge of charity marketing principles.
- A detailed understanding and ability to implement change management strategies, techniques and programmes.
- Able to translate strategy into delivery through plans, processes, people and culture.
- Highly developed interpersonal, advocacy and communication skills to be able to work effectively with individuals and a range of stakeholders.
- Ability to simplify and explain and present complex issues to a range of audiences, and produce engaging and informative communication using a number of different mediums.
- Ability to identify and implement effective systems to monitor performance and opportunities for improvement.
- Ability to develop and encourage innovative ideas to drive improvement.
- High level negotiation, influencing and enabling skills to ensure priorities are met, and the ability to work positively with stakeholders to achieve outcomes and deliver change through people.
- Strong leadership qualities and skills appropriate to a senior management position including the management, development and motivation of senior leaders, managers, teams and individuals to inspire and secure high performance.
- Evidence of ability to handle highly complex organisational matters and difficult situations with diplomacy and tact.
- Proficient in strategic business analysis, to identify challenges, conduct root cause identification, scenario modelling, and data-driven insight development that inform high level fundraising and organisational decisions.



# PERSON SPECIFICATION

## Personal Qualities and Attributes

- Adaptable, resilient, tenacious, responsive and outcome and solutions focussed, able to cope with change and setbacks.
- Strongly self-motivated bringing gravitas, credibility, energy, and commitment.
- A positive 'can do' attitude and approach and ability to work at pace and inspire and bring others with you.
- Entrepreneurial energy, confident with a pioneering attitude and not afraid to take risks.
- Balanced approach to work and engagement, is diplomatic and able to operate with impartiality and neutrality, has a wide internal and external lens.
- Assertive and able to present ideas and opinions constructively, stand by convictions and is open to feedback and considering alternative perspectives and views.
- Ability to challenge effectively and respectfully, and question assumptions when needed.
- Works in a structured way, able to prioritise and plan own work effectively, deadline driven with ability to multi-task complex activities.



# TERMS OF APPOINTMENT

## **Salary**

The salary for this role is £90 - 95k per annum on a full-time permanent basis, inclusive of London weighting.

## **Location**

We are currently working under a Hybrid model with blended working where you are based in our London office with some flexibility to work from home. Our office location is: 4th Floor, Queen Elizabeth House, 4 St Dunstan's Hill, London EC3R 8AD.

## **Hours**

Full-time, 35 hours per week (Monday-Friday). We are open to considering alternative and flexible working patterns, but this must work with the seniority and demands of the role, and the effective running of the senior leadership team.

## **Pension**

Eligible employees will be automatically enrolled into our Royal London pension scheme on their start date. PCUK will contribute 5% of gross salary; employees are required to contribute 3% of gross salary rising.

## **Annual leave**

28 days per year prorated to start date, plus bank holidays, rising to 30 days over 3 years. The holiday year runs from 1 April to 31 March.

## **Additional benefits**

- We offer travel loans for the purchase of an annual season ticket, life assurance (death in service) benefit and operate a Cycle to Work Scheme.
- We offer an enhanced Maternity, Paternity and Adoption pay for eligible employees.
- All employees have access to our employee assistance programme offering a free, confidential helpline on work and personal matters.
- Volunteering days
- Wellbeing support
- We also offer a wide range of non-contractual benefits which may be changed in the future which includes:
  - Access to a portal to purchase discounted gift cards at a variety of retailers!
  - Discounted Gym memberships
  - Annual health check
  - Access to a digital GP
  - Access to discounted tickets for music, theatre, comedy, and sports events across the UK

# HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [Erin.Fuller@starfishsearch.com](mailto:Erin.Fuller@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/pan-can-uk-dir-in-&-eng/> 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 the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

**Closing date:** Monday 16th June 2025

**Interviews:** Week commencing 30th June 2025

