

CANDIDATE PACK FOR THE DIRECTOR OF INCOME GENERATION AND DEVELOPMENT



**Brain Tumour
Research**

**INVESTORS
IN PEOPLE®**



Starfish

WELCOME

Thank you for your interest in the Director of Income Generation and Development role at Brain Tumour Research.

Our Vision is to find a cure for all brain tumours, and our Mission is to increase the UK investment in research into brain tumours. We do this through funding world-leading UK-based research, campaigning for increased investment, and raising awareness.

We collaborate widely with other charities, NHS bodies, Westminster and devolved nations governments, and more.

As our new Director of Income Generation and Development, you'll be joining a dynamic, innovative and collaborative Senior Leadership Team at a pivotal point in our development as we seek to grow and reach and impact even further.

We're looking for an experienced and strategic leader who will help us deliver a step change in our income – particularly in our high value fundraising where we have yet to fully unlock our potential. You will have a proven track record of driving income growth, combined with strong management skills to lead and inspire a multidisciplinary fundraising team. You will collaborate closely with fellow leadership colleagues to ensure an integrated approach, where our profile, brand, and income growth effectively reinforce and enhance one another. Data and insight led, you will be both methodical and innovative in your approach with the ability to spot opportunities for us and use this to make informed decisions about where to innovate and invest.

Developing a clear vision for multi-year growth, with detailed underlying plans, will be key to success in this role – and the right candidate will be excited by the opportunity to build on success and take us to the next level. You will be a natural relationship builder who, as well as winning trust internally, will bring all the credentials to engage and influence externally across a wide stakeholder map including the community we support, donors, strategic partners, clinicians and researchers.

This role offers a compelling opportunity to impact with a strong platform to build on in an organisation where we are all dedicated to building a brighter future, free from the burden of this devastating disease.

If you share our ambition to drive real and positive change, I hope you will read on to find out more.

Dan Knowles
Chief Executive



ABOUT US

One in three people in the UK knows someone affected by a brain tumour. This disease is indiscriminate; it can affect anyone at any age. What's more, brain tumours continue to kill more children and adults under the age of 40 than any other cancer yet, to date, just 1% of the national spend on cancer research has been allocated to this devastating disease since records began in 2002.

Brain Tumour Research is determined to change this.

A powerful campaigning organisation, Brain Tumour Research is the leading voice of the brain tumour community. Unique and much needed, we are the only national charity focused on finding a cure for all types of brain tumours. We are campaigning to increase the national investment in research into brain tumours to £35 million per year, while fundraising to create a network of seven sustainable Brain Tumour Research Centres of Excellence across the UK.

OUR VISION

To find a cure for all types of brain tumours

OUR MISSION

To increase the UK investment in research into brain tumours

OUR VALUES

Our values underpin our vision of finding a cure, representing our guiding philosophy and how we go about delivering our mission.

Focused

The courage to accomplish inspiring goals.

Game-changing

Catalysing change both internally and externally.

Influential

Uses authority and expertise to positively influence.

Intelligent

Thought leaders, prioritising scientific advancement.

Embracing

Working together to achieve results.

To deliver progress towards our vision of finding a cure for all types of brain tumours our research aims are built around three pillars which will see us:

- Grow capacity – attract and retain talented researchers to increase the quantity of brain tumour research taking place in the UK
- Build infrastructure – support the research infrastructure, connecting and improving coordination across the UK brain tumour research community
- Accelerate treatments – improve the quality of brain tumour research in the UK and support innovative research to generate new treatments for brain tumours

15 YEARS OF IMPACT

Over the past 15 years, Brain Tumour Research has been at the forefront of pioneering research, driving progress towards finding a cure for brain tumours. Our dedicated researchers, supported by generous contributions from our supporters, have made significant strides in understanding and treating this devastating disease. This report highlights the remarkable achievements and breakthroughs made possible through our Centres of Excellence and Funded Initiatives. From developing personalised treatments for glioblastoma patients to repurposing existing medications for new therapies, our research will transform lives and offers hope to countless families affected by brain tumours.

You can see our report here: [Closer to a Cure – 15 Years of Impact](#)

To view our most recent annual report, [please click here](#).

OUR MEMBER CHARITIES

Raising vital awareness and funds for research as well as providing information and support in 2004, an informal partnership of a number of UK brain tumour charities came together under the banner of the United Brain Tumour Campaign. These charities worked together raising awareness and to achieve a common goal to raise funds for research into the prevention and treatment of brain tumours, as well as ultimately finding a cure.

Each of the members was galvanised into action as a result of personal involvement with brain tumours, having realised that there is relatively little being done to support brain tumour patients or carers, or towards funding research into finding a cure, compared to other more high-profile cancers.

Today, Brain Tumour Research still supports and is supported by numerous official Member Charities from across the UK that are united with us under our national banner. We embrace these collaborations and welcome any and all new Member Charities. Our collective voice carries greater weight in media coverage and adds weight to our political campaigning action. Our Member Charities are helping us build a game-changing network of world-class Research Centres of Excellence in the UK.

To see our member charities, [please click here](#).



OUR CENTRES OF EXCELLENCE

Scientists at our UK Research Centres are working tirelessly to gain a deeper understanding of brain tumours to get closer to a cure. We provide long-term funding to dedicated Brain Tumour Research Centres of Excellence at key academic institutions. This stable funding enables researchers to deliver on their innovative research which will lead to transformational impact, better treatments and improving outcomes for people affected by brain tumours. By investing in long-term research, we are building the 'critical mass' of expertise needed to accelerate the journey to find a cure. As the teams' research progresses, they attract increased investment from other sources, allowing game-changing collaborations to take shape. We have an ambition to fund seven Centres in the UK. We currently fund six Centres:

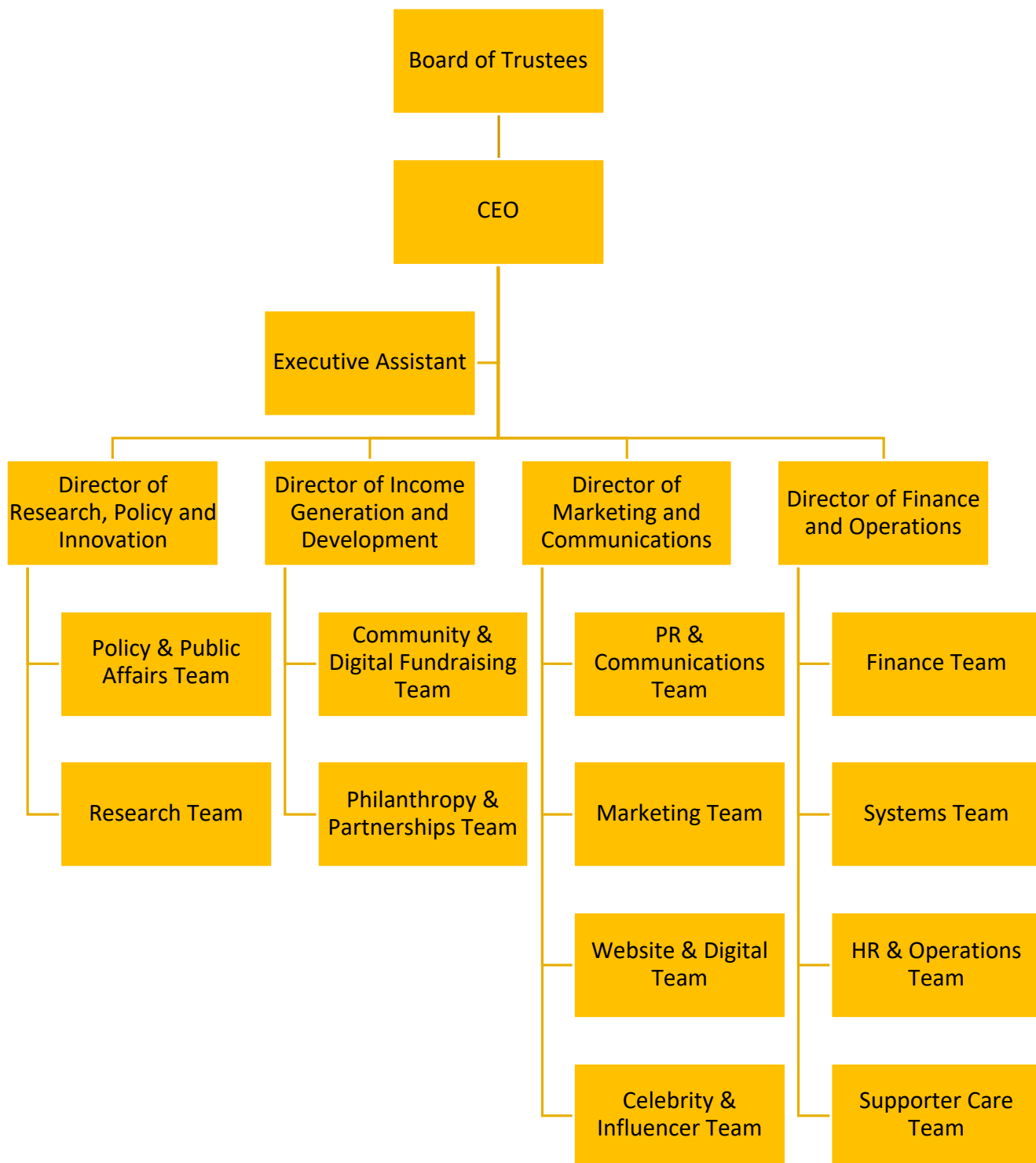
- The Scottish Brain Tumour Research Centres of Excellence
- Imperial College London
- The Institute of Cancer Research, London
- Queen Mary University of London
- University of Plymouth
- University of Nottingham

OUR FUNDED INITIATIVES

Researchers need access to research tools, platforms and resources to deliver their outstanding work.

Working in partnership with other organisations, our funding is supporting research infrastructure, connecting and improving coordination across the UK brain tumour research community, and ensuring that researchers are able to maximise their potential and ambition to deliver world-leading research and innovation. We currently fund four initiatives supporting not only researchers, but patients and carers:

- Patient Research Involvement Movement (PRIME) in partnership with brainstrust
- Brain Tumour Research Novel Therapeutics Accelerator (Brain Tumour Research-NTA) in partnership with the Tessa Jowell Brain Cancer Mission (TJBCM)
- BRAIN UK
- The University of Cardiff – Medical Research Council (MRC) Partnership



DIVERSITY AND INCLUSION – OUR APPROACH TO ATTRACTING TALENT

- Brain Tumour Research works on behalf of all people in the UK. We are a diverse and inclusive organisation, and we welcome applications from people of all and any backgrounds.
- We welcome your application. If the content of this pack and the purpose of our charity speak to you, we urge you to apply.
- We want to make it clear we are looking for candidates whose values align with ours. We will assess candidates based on the content of their character and commitment to our cause, as well as considering work history, skills and knowledge, and educational journeys.
- We recognise that not everyone will have had access to the same opportunities for numerous reasons.
- Whatever your ethnicity, your application is welcome.
- Whatever your sexuality, your application is welcome.
- Whatever your gender identity, your application is welcome (and please, if you would like to, do let us know which pronouns you use).
- Whatever your age, your application is welcome.
- Whatever your economic background, your application is welcome.
- Whatever your physical and mental health, your application is welcome.



ROLE DESCRIPTION

Job title: Director of Income Generation and Development

Reports to: Chief Executive Officer

Direct reports: Head of Community Fundraising, Head of Philanthropy and Partnerships

Peer group: Brain Tumour Research Leadership Team – Director of Research, Policy and Innovation, Director of Marketing and Communications, Director of Finance and Operations

ROLE PURPOSE:

To exceed fundraising income targets each year and spearhead the growth of income in the medium to long term as set out in the fundraising strategy. To contribute to and support the implementation of Brain Tumour Research's organisational five-year strategy. To inspire, develop and grow the team of people both paid and voluntary, to engage in fundraising on behalf of Brain Tumour Research.

Main responsibilities:

Strategy and planning

- Lead the development of innovative, enterprising, and effective fundraising and supporter care strategies, together with operational plans, that ensure that the organisation exceeds its income targets and builds sustainability and predictability into forward income forecasts
- Develop a strong supporter centric culture with supporter journeys that seek to grow each supporter's lifetime value
- Implement and review as appropriate the fundraising strategy to deliver agreed income levels
- Ensure that each fundraising stream has a strategy and annual operating plan in place with measurable targets, ratios and KPIs and an effective monitoring process
- Champion the development of relationships with existing supporters and the development of acquisition tools which are centred on an understanding of supporter motivation and connection to the cause
- As a member of the Leadership Team contribute to the overall strategic direction of the charity
- Prepare reports for and present to the Leadership Team, Board, and Board sub-committees
- Champion the vision, mission and values of the charity, internally and externally
- As a member of the Leadership Team, develop, monitor, and actively promote the organisation's approach to equality, diversity, and inclusion.
- Actively contribute to organisational cohesion, encouraging cross-team working, and a problem-solving approach

Departmental leadership

- Build, develop, motivate and lead a dynamic and effective fundraising department that can deliver diverse, innovative and cost-effective activities that exceed the organisation's fundraising targets
- Set the vision for the care and development of Brain Tumour Research's supporters and donors
- Be accountable to the Chief Executive for the work of the Fundraising and Supporter Care team, including the development of the highest standards of quality and performance

Departmental management

- Develop the departmental budget, track and manage performance against budget, and take responsibility for meeting targets and ensuring resources are used effectively
- Provide effective communication, support and development for the fundraising team that both reflects the values of Brain Tumour Research and complies with HR policies and standards

- Put in place and maintain the necessary policies, procedures, and systems for successful and compliant fundraising
- Ensure the fundraising pipeline is up to date and that the organisation has quality information on likely timing and level of risk associated with planned fundraising initiatives
- Make sure that the fundraising database is used effectively to ensure appropriate recording of information on supporters and contacts and quality analysis on the effectiveness of initiatives
- Use data to drive insights which inform and underpin business planning and decision making
- Support an open management style, communicating management information well and encouraging staff to contribute to shaping the organisation

External horizon scanning

- Monitor the external environment in order to understand latest developments in the fundraising environment, evaluate their significance, assess their potential for Brain Tumour Research and identify new opportunities and innovations that help the organisation achieve its objectives

External representation

- Act as a main representative of Brain Tumour Research's fundraising in the media, at major fundraising events, and in meetings with high value contacts and corporate partners, to motivate and inspire supporters and to engage maximum support for the charity's fundraising
- Actively promote the organisation internally and externally and contribute to building the organisation's profile in the media and with key supporters

Risk Management

- Take full responsibility for identifying and mitigating all fundraising activity risks
- Ensure that steps are taken and agreed as appropriate, to protect the charity's interest in a manner consistent with commercial prudence

General

- Comply with all relevant charity and other legislation (data protection etc.) and Chartered Institute of Fundraising Code of Fundraising Practice.
- Uphold Brain Tumour Research's internal policies
- Undertake any other reasonable duties as required



PERSON SPECIFICATION

Knowledge and experience

- A successful fundraising leader, confident in at least two high value fundraising streams, with a track record of securing five and six figure gifts/support from donors.
- A proven track record of delivering and exceeding income targets
- An understanding of all key income streams and the role that digital channels can play in each
- Experience working at Leadership Team level and with Trustees
- Demonstrable understanding of the principles of a customer centric, data and insight led approach
- Experience of managing income and expenditure budgets; including achievement of significant income targets, producing monthly reports for the Management Team and Board and working closely with the Director of Finance to ensure accuracy of reporting and compliance
- Experience of developing both strategic and operating plans
- Substantial experience of managing teams, with the ability to lead change, motivate and support team members across the organisation delegating and managing busy workloads

Skills and abilities

- Strategic thinker with holistic, cross-organisational approach
- Excellent communicator, with a proactive approach to driving positive change and innovation and leading by example
- Excellent ability to think creatively and identify new fundraising opportunities
- Excellent relationship management skills
- High level of financial literacy
- Proactive self-starter, able to work unsupervised within agreed timeframes
- Strong interpersonal, networking and influencing skills, both with colleagues at Brain Tumour Research and in the external marketplace with trusts, funders and other stakeholders

Styles and behaviours

- Natural collaborator and team player
- Empathy with the work of Brain Tumour Research



TERMS OF APPOINTMENT

SALARY

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

LOCATION

Head Office, Milton Keynes. Flexible, Hybrid Working Model up to three days working remotely pw. Attendance at key events across the UK is expected as is occasional weekend and evening work, with potential overseas travel.

BENEFITS

We're reviewing the benefits we offer our team over the next six months, but here is what we currently offer:

- Hybrid Working Office-based team members need to attend the office in Milton Keynes on Tuesdays and Wednesdays and can choose whether to work from the office or from home on other days
- Flexible Working: Our working day is seven hours (so, 35 hours per week) and our core hours are from 9.30am to 3.30pm each weekday. As long as you work each day between 9.30am and 3.30pm and take a 30 minute lunch break you can ask to flex your hours – so some people work from 8am to 3.30pm with a 30 minute lunch break and others work from 9am to 5pm with a one hour lunch break
- Annual Leave starts at 25 days annual leave in addition to bank holidays and rises by one day per year to a maximum of 30 days
- Pension Contributions of 3% by the charity
- Sick Pay: In addition to statutory sick pay we offer one week's full pay in the case of sickness in a rolling week 12 month period
- Benenden Health Care (optional taxable benefit)
- Electric Salary Sacrifice Car Scheme: You can make savings on your tax and personal benefits when you switch to an electric car under our salary sacrifice scheme. The payments come straight out of your gross pay, which reduces your monthly salary. Because of this reduction in salary, there is a subsequent reduction on income tax and national insurance payments. Money that you'd normally never see (because it goes straight out of your pay to HMRC) actually goes straight towards your electric car payments
- Life Insurance: This benefit pays out three times your annual salary amount on death to your beneficiaries. This is usually free of tax. It gives you the security that in the event of your death your family and dependants are left with a lump sum to help during this very difficult time
- Employee Assistance Programme helps you balance the pressure of work, home life, and any other personal issues that you may be experiencing. Health Assured provides support and guidance for you and your immediate family. This includes 24/7 confidential support.
- Free eye tests for all team members
- Free car parking on site
- Electric car charging on site

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 with our lead consultants, Katy Giddens and Hannah Chapman, please contact Chris.Milo@Starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/btr-dir-igd/> 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 11th August 2025

Preliminary interviews: w/c 18th August, 25th August & 1st September 2025

Final Panel interviews: w/c 15th or 22nd September 2025

