



MAGGIE'S

APPOINTMENT BRIEF

FUNDRAISING DIRECTOR

March 2024

Reference: UBKBB

WELCOME FROM OUR CEO

Thank you for your interest in the role of Fundraising Director at Maggie's.

Maggie's is an organisation founded on a fundamental belief in a combination of healing space, expert care and community. We bring these elements together to significantly improve the lives of people with cancer. I am proud that every member of the Maggie's team contributes towards meeting our goal. What we do really matters.

Maggie's has grown significantly over the last five years, and we want to continue to be ambitious in responding to the growing needs of people with cancer. Our ambition is to raise £150m revenue income by 2027. If you are an experienced fundraising leader who is passionate about ensuring Maggie's reaches that target, then we would like to hear from you.

Our ambition remains to be there for everyone with cancer. Over the years ahead we aim to stay at the forefront of cancer care, supporting more people than ever before, and taking strides to design and build access to excellence in cancer care throughout the UK.

We hope you will feel excited and inspired by the special work we do and excited by the opportunity to join a strong and experienced team.

Dame Laura Lee
Chief Executive



ABOUT MAGGIE'S

We provide free cancer support and information in our specially designed centres across the UK and online. Working alongside NHS hospitals, Maggie's centres are staffed by expert Cancer Support Specialists, Psychologists and Benefits Advisors, helping people to take back control when cancer turns life upside down.

Our ambition is for Maggie's to be there for everyone with cancer. Our long-term aim is to make sure that Maggie's is available at all 60 NHS cancer sites across the UK. We will ensure that nobody living with cancer is unable to access the expert psychological, practical and emotional support they need to live the best possible quality of life.

In the next five years we will be halfway to achieving this goal with Maggie's centres planned for 30 major NHS cancer sites.

Maggie's will continue with the primary aim to support people with cancer and their families to live the best quality of life no matter what they are facing.

We know our organisational principles shape the work we do, the way we communicate and work with each other and will guide us towards achieving our ambitions:

With kindness with courage with each other with integrity

For more information please see our website for our latest [Annual Report and Financial Statements](#) , our [Impact Report](#) and our [5 Year Strategy](#).



At Maggie's you'll be helping people like Dennis and Kirpal when cancer turns their life upside down

"I was in the hospital on a particularly low day and I had £4 left in my pocket and £3 left on my oyster card. There was an old lady sitting next to me, we started chatting and she said, 'Have you been over to Maggie's yet?', I said, 'I'm not terminal, sweetheart!' and she said 'No, it's really nice over there and they could probably help with your bills if you're struggling'. So I thought, I'll go over and see what they can do.

I remember walking through the door and I was just so impressed with the place; the atmosphere in there is fantastic. To tell you the truth, I didn't think they would be able to help me, but they got me on Universal Credit, a Macmillan and a 'Turn2us' grant. And then about 3 to 4 days later, £1,700 is in my account.

When you're on the floor and you have nothing, you can't believe the difference it makes. It took me back, I was nearly crying. No one's ever helped me like that in my whole life. It just ups your positive mental attitude and let's you focus on what you need to at the time."



"I was very scared before I had chemo because I really did not want to lose my hair. But Maggie's prepared me for losing my hair, bringing in wigs I could choose and a beautician who taught me about makeup.

At home, I used to feel depressed and even thought about committing suicide. Some people in our circle think that if you have cancer, you are going to die and this is what they would say to me. When they see me now, they are a little embarrassed and they're surprised to see me still around.

When I came to Maggie's, it boosted me up. I felt that I could talk to somebody and get all my feelings out of my system, because they were other ladies there who all had the same thing, which meant a lot to me.

Maggie's made me feel it's not the end of the world. We never feel rushed here and you can take your time.

We were helped with our finances and obtaining a blue badge; if we didn't understand something, the Benefits Advisor would let us take our time and explain it so nicely to us. Everyone was always there for me and I never felt anyone didn't have time for me."

Other people tried to make me scared but my bravery comes from Maggie's. Maggie's made me and my family strong through a very difficult time."



Explore more about the difference we make and the people that have been supported by Maggie's via our [website](#) and [YouTube Channel](#).

OUR OPERATIONAL CENTRES AND AMBITIONS FOR GROWTH

Building world-leading centres.

Inspired by our founder Maggie Keswick Jencks, the first Maggie's opened in Edinburgh in 1996. Since then, we have grown to a network of 24 operational centres across the UK.

Maggie's is recognised internationally as a leading organisation in cancer support. Since 2013, we have grown our network through Maggie's Hong Kong, Maggie's Toyko and Káilda Barcelona.

In the next 5 years, our ambition is that Maggie's will be operational or planned at half (30) of all major NHS cancer centres in the UK.

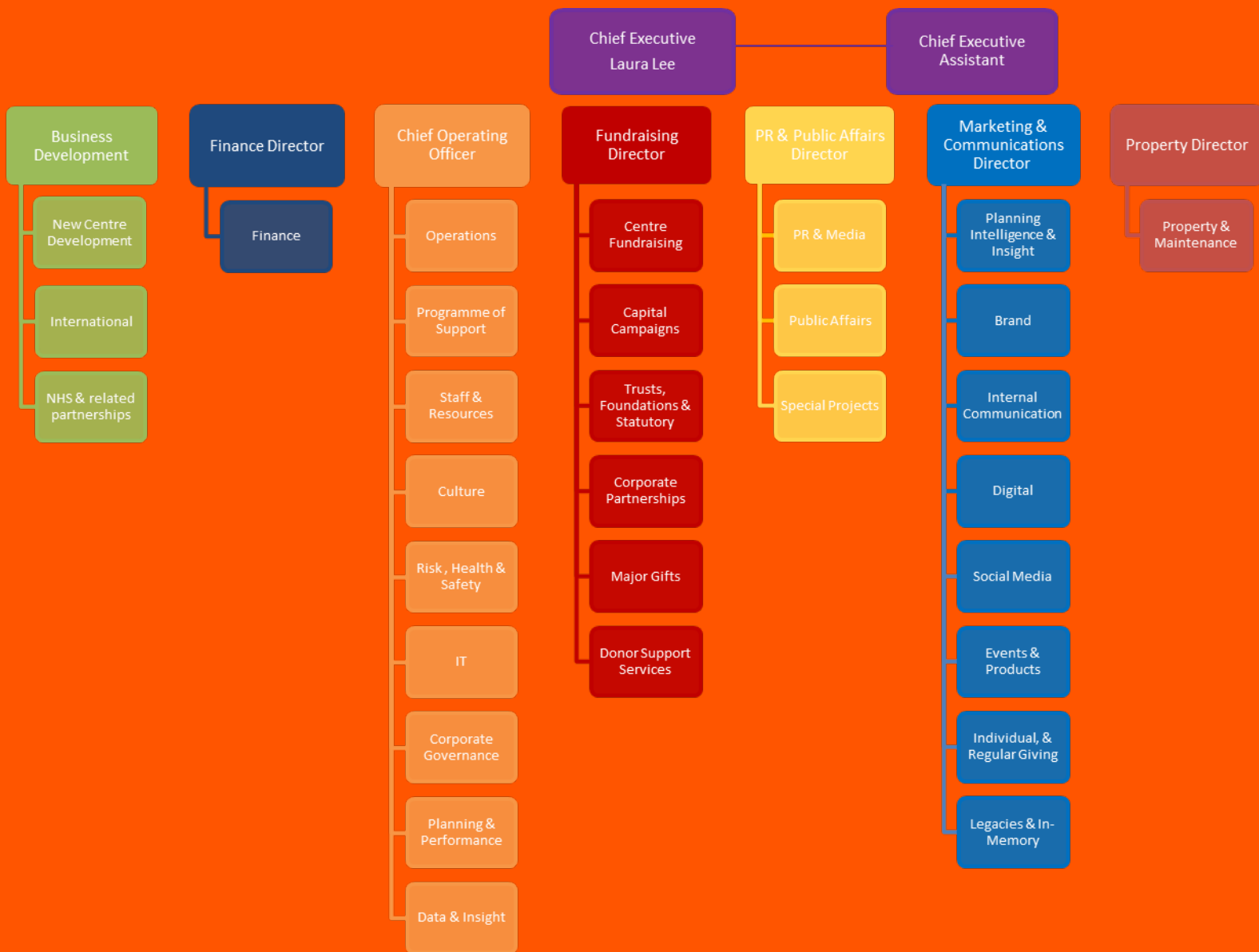
● Operational Maggie's centres



- 1 Edinburgh
- 2 Glasgow
- 3 Dundee
- 4 Highlands
- 5 Fife
- 6 West London
- 7 Cheltenham
- 8 Nottingham
- 9 Swansea
- 10 Cambridge (interim)
- 11 Newcastle
- 12 Aberdeen
- 13 Oxford
- 14 Wirral
- 15 Lanarkshire
- 16 Royal Free
- 17 Manchester
- 18 Forth Valley
- 19 Oldham
- 20 Barts
- 21 Cardiff
- 22 The Royal Marsden (Sutton)
- 23 Yorkshire
- 24 Southampton

MAGGIE'S

EXECUTIVE TEAM STRUCTURE

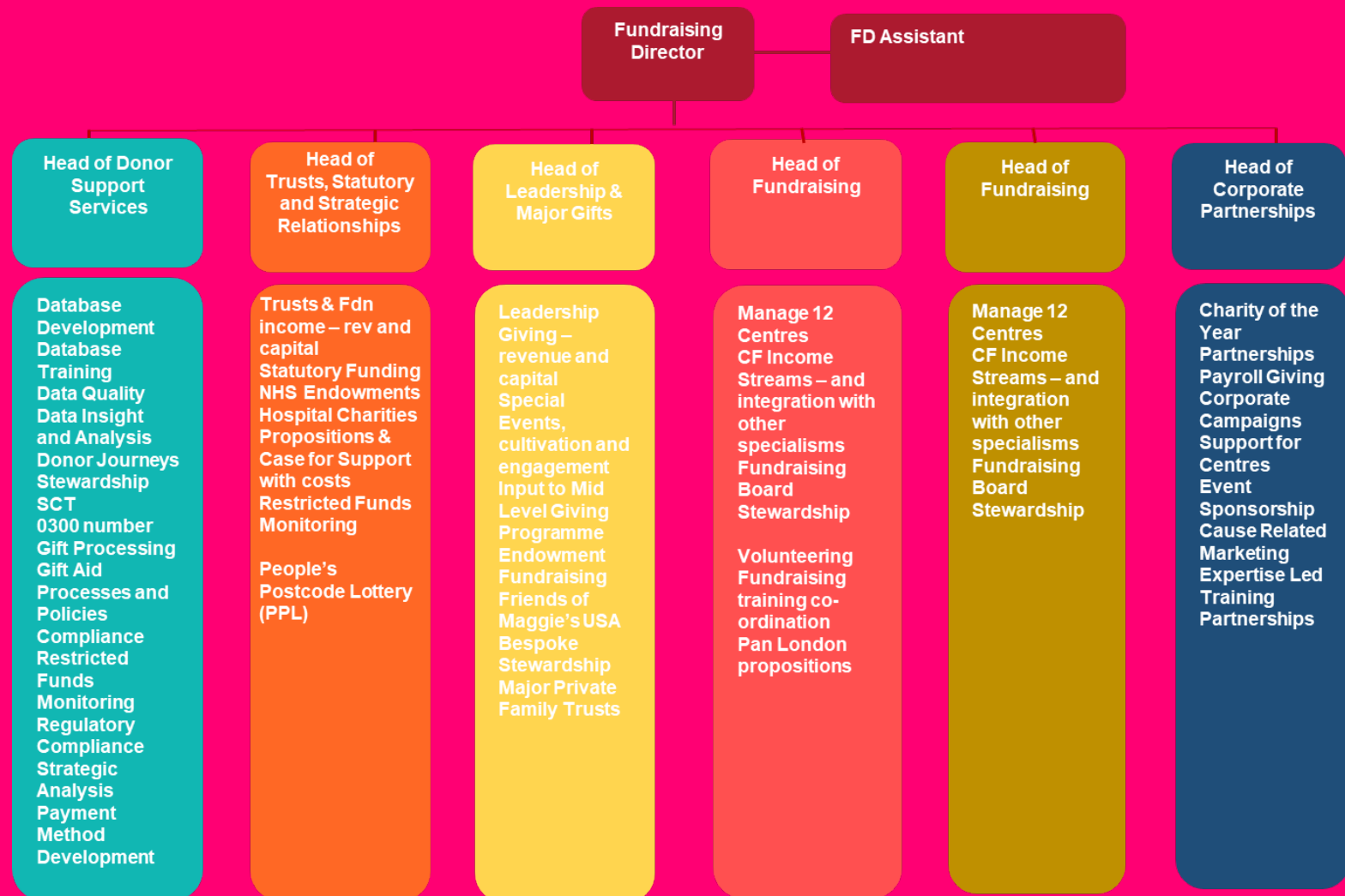


THE ROLE

The post holder will be responsible for leading, managing, directing, and delivering strategic leadership for Fundraising at Maggie's, including:

- Delivery of Maggie's fundraising strategy across the UK in the context of Maggie's five-year strategic vision (2023-2027).
- Generating increasing levels of sustainable revenue income against targets.
- Our 2023 income was £30.5m (£25m revenue and £5.5m capital).
- Developing an effective fundraising strategy and plan to deliver these aims within the context of the organisation's plans and goals.
- Managing key high value donor relationships across the UK.
- Responsibility for Fundraising Operations, CRM database and supporter care function.
- Ensuring the fundraising database and infrastructure meets current and future needs and is utilised effectively and efficiently in support of all fundraising activity.
- Responsibility for strategic planning of fundraising IT requirements and digital solutions in conjunction with COO and Marketing & Communications Director.

There are 103 people sitting in the Fundraising Team



PERSON SPECIFICATION

You will have a demonstrable track record of fundraising results and the ability to develop and work with strategic planning and execution of fundraising strategies across the different roles this post manages.

As well as outstanding interpersonal and self-motivational skills you will have the ability to work under pressure, solve problems, translate ideas into practical action and to manage a wide range of simultaneous and demanding tasks.

You will have demonstrable experience of working effectively with senior volunteers and stakeholders at the highest level.

As part of Maggie's wider digital transformation strategy, you will have knowledge and experience of digital change in order to drive fundraising income. You will have the technological insight and vocabulary to work effectively with colleagues across our I.T. and Digital teams to deliver Maggie's fundraising goals.

Educated to degree level (or equivalent work experience), you will have at least 7 years' experience in managing and delivering fundraising strategies and will be a member of the Institute of Fundraising or similar body.



TERMS OF APPOINTMENT

Salary Range: Circa £121,000 + London Weighting

You will be entitled to join the Maggie's Pension Scheme following commencement of employment at Maggie's. Maggie's offer a 6% employer contribution if you chose to pay 4% to your pension. Employer pension contributions will increase at 5 years service to 9% provided you chose to also increase your employee contributions to 6%.

At 10 years service Maggie's contribution will increase to 12% provided you chose to also increase your employee contributions to 9%.

Location: Maggie's administrative offices are in Hammersmith, West London where our senior leadership team regularly meet.

You'll also have the opportunity to spend time at our incredible centres to experience our programme of support and see first-hand the difference we can make.

Here are a few of the other benefits of working at Maggie's:

- Holiday entitlement that helps you create a manageable work life balance.
- Generous sick leave cover.
- A supportive and friendly working environment.
- Tailored learning and development opportunities.
- Workplace pension and free financial advice from an independent financial advisor to help you plan for your future.
- Option to keep a pre-existing NHS pension if eligible.
- Travel and cycle loans.
- Eye test expenses and money towards glasses.
- Enhanced maternity pay.
- Access to our clinical psychologists for support.



HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to Maggie's on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **UBKBB**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Monday 25th March 2024**.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice





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