



***Community  
Fundraising  
Engagement Lead***

*Guy's and St Thomas'  
Hospitals*

***Recruitment  
Pack***

*Closing date:  
26 July*

**“ Thank you for interest in joining our fantastic team. It’s a very exciting time to be working in NHS fundraising and I hope you will consider applying. This role will play a vital part in supporting our incredible community attain their fundraising goals through first rate stewardship together with product innovation and development. As a fundraiser, I’m inspired every day to succeed, knowing that we can help provide the very best support to our incredible hospitals, researchers and community teams in such challenging times for the NHS.**



**Caroline Gormley**

Deputy Director of Public Fundraising  
– Guy’s & St Thomas’



## *Introduction*

The vision for Guy's and St. Thomas' NHS Foundation Trust (GSTT) is to advance health and wellbeing, as a local, national, and international leader in clinical care, education, and research. Famous globally for its medical breakthroughs and innovation, it has a long history of clinical excellence and high-quality care. With 1,000 inpatient beds across two of London's best-known teaching hospitals and more than 2 million patient contacts made each year, it is one of the busiest and most successful foundation trusts in the UK.

The Trust's work is supported by Guy's and St Thomas' Charity (GSTC), which is the official charity for the Trust, including Guy's, St Thomas' and Evelina London Children's hospitals and an independent place-based foundation. GSTT and GSTC have a shared ambition to increase fundraised income to benefit patients and staff of the NHS Trust. Our combined goal is to achieve maximum benefit by improving the health of the local community in the Lambeth and Southwark boroughs through the development of new services, innovative research, and an enhanced hospital environment. The Trust is also part of King's Health Partners, one of only six academic health sciences centres in the UK, pioneering in health research. The partnership helps to provide the latest treatments for patients alongside the best possible care.

To achieve this shared ambition, we have worked closely with the King's team to develop the fundraising strategy. As part of its philanthropic support, the Charity funds all fundraising activity and this relationship is managed by the Directors of Communications and Engagement at the Charity. Together with the wider Executive Team and Trustees of the Charity, they are key stakeholders, and the fundraising department is accountable to them for the overall performance of the fundraising effort.


Alongside Guy's Hospital and St Thomas' Hospital there are two additional funding priorities that complete the Trust – Guy's Cancer and Evelina London.

*Guy's and St Thomas' staff member in one of our Wellbeing Zones funded by donations raised during the COVID-19 pandemic.*

**Guy's Cancer** is one of the UK's leading providers of care and treatment for people with cancer. Home to some of the best specialists in the country, it offers the very latest facilities and pioneering treatments, owing to the extensive research programmes. The landmark £160m Cancer Centre at Guy's opened its doors in September 2016 and is the culmination of more than 10 years of planning and working in partnership with patients to create a building to transform cancer care. It is designed by patients for patients and this collaboration demonstrates the future for the NHS.

**Evelina London** is the second largest provider of paediatric healthcare in London and the largest in south-east England. Every year, we care for more than 103,000 children and young people. As well as being a local children's hospital for London and a regional centre for south-east England, we are a national specialist referral centre for rare and complex children's conditions, such as cardiology, neurology, metabolic disorders and renal failure. Based beside the maternity unit at St Thomas' Hospital, no other children's hospital in the UK can offer such a comprehensive pathway of care from pre-birth to adulthood as well as Evelina London. Indeed, we were the first children's hospital in the UK to be awarded an 'outstanding' rating by the Care Quality Commission.

For info please visit: [supportgstt.org.uk](http://supportgstt.org.uk) or [supportevelina.org.uk](http://supportevelina.org.uk)



*Our Evelina London Christmas appeal helped to cover the cost of special illuminating equipment, Wee Sights, and an ultrasound scanner that will make staying at hospital a little less scary for young children.*

Courtesy of Royal Philips

# The role

<b>Title</b>	Community Fundraising Engagement Lead
<b>Salary</b>	£34,442 per annum including London Weighting Allowance
<b>Contract and hours</b>	Permanent, Full-Time (35 hours per week)
<b>Location</b>	Strand Campus at King's College London, with 'hot desk' working across Guy's and St Thomas' Hospital sites
<b>Reports to</b>	Community Fundraising Manager – Guy's & St Thomas'
<b>Line management</b>	Not applicable

## Purpose of the role

Are you an experienced community fundraiser looking to take on a challenging new role? An energetic, proactive relationship manager with a passion for the NHS and audience-insight driven product development?

Not only will you be stewarding some of our most significant community fundraisers, accountable for some sector-leading journeys but you will also play a key role in product development and innovation as we gear up for significant growth of this buoyant income stream. You will use your highly tuned relationship and marketing skills to design an all-year round campaign, to increase engagement in our Do Your Own Fundraising programme from our hospital audiences as well as managing a relationship portfolio to meet and exceed agreed income targets.

It's an exciting time to be an NHS Hospitals charity fundraiser. Join our committed, passionate and friendly team and work across multiple hospital brands, Guy's & St Thomas' hospitals, Evelina London Children's hospital and Guy's Cancer, covering a wide range of products and audiences.

## Key objectives

- To develop and deliver aspects of the community fundraising portfolio within Fundraising – Guy's & St Thomas' hospitals – including (but not limited to) the Do Your Own Fundraising programme, Community fundraising products, bespoke stewardship for High value, and other key community audience journeys.
- To meet ambitious income and acquisition targets to ensure sustainable growth across hospital brands



- To ensure the implementation of a rigorous and strategic supporter journey and stewardship programmes across all programmes, with meticulous attention to data input, and leading by example in this area
- To work closely with all colleagues within the department to ensure all opportunities for collaboration are maximised
- To foster effective and productive relationships with our Hospital Foundation Trust, charity partners and the university

### *Decision making, planning & problem solving*

- To input into the development of the of the Community Fundraising strategy in line with the Guy's and St Thomas' Fundraising & Supporter Development strategy and key objectives
- Advise and guide community supporters on all financial, legal and risk aspects of their event/activity
- To ensure data processing is accurate, timely and up to date
- Develop clear project plans and an innovative marketing strategy of encouragement and inspiration, to drive sign ups across the entire calendar year

### *Innovation & portfolio development*

- Keep abreast of income and data trends across the sector to help inform future activities and community fundraising programmes
- Using audience insight, feedback and supporter forums, continuously develop and shape DYOF programmes to provide engaging activities across the hospital partners
- Deliver exception and industry leading stewardship to our high value and on-going supporters, supporting them to achieve there potential and creating lifelong friends for the Trust and Charity

### *Work closely with the events fundraising team to cross promote fundraising activities*

- Work closely with the wider Community Fundraising team to support the Ambassadors, Charity Champions, schools and community corporate programmes and proactively identify potential future supporters for these areas of income
- Support and actively participate in cross-team activities and projects

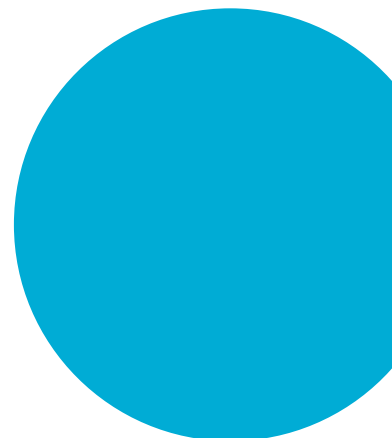
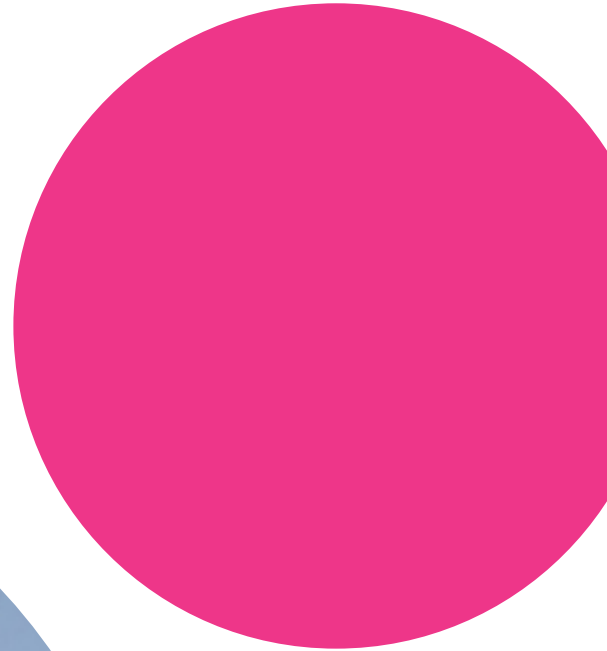
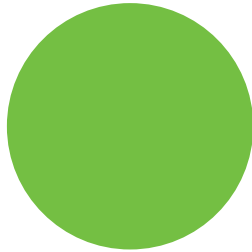


### *Teamwork, Teaching & Development*

- Co-ordinate activity with other fundraising teams and key stake holders at the Trust and Charity and ensure a continuous flow of information between all teams
- Attend training courses and workshops as part of personal and professional development
- Assist with the delivery of support and training to new or temporary staff members, student workers and volunteers
- Undertake other duties as decided in conjunction with the Community Fundraising Manager or Head of Events & Community as required
- Represent the Department at events where appropriate

### *Working Environment*

- This post is based at the Strand office, although some travel and attendance at evening and weekend events will be required



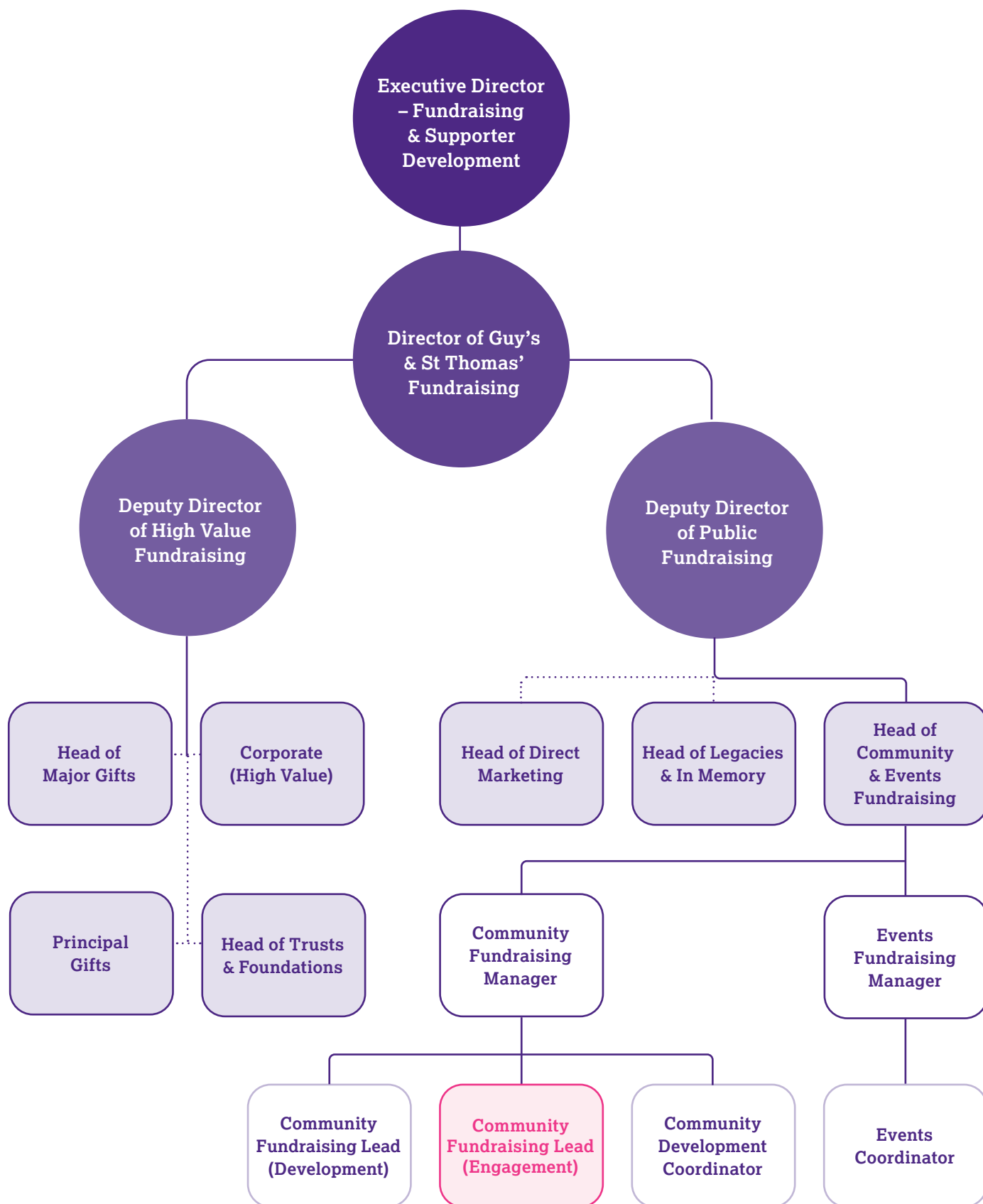
# *Person specification*

- Excellent interpersonal and negotiation skills with the ability to motivate and influence people
- A track record of successful event and campaign management including planning and delivering a portfolio of events/ campaigns within budget
- Excellent written verbal and communication skills with the ability to communicate detailed information to a wide audience
- Ability to build personal, meaningful relationships with colleagues, supporters and donors
- A proven track record of excellent stewardship and meeting significant income targets
- Demonstrable experience in developing and delivering creative marketing and stewardship plans including the use of digital marketing
- Excellent IT skills including using Excel, Word, Outlook and Power Point as well as experience of administering and maintaining dedicated supporter CMS databases
- Motivated by high standards with excellent attention to detail





# Organogram



*The Guy's and St Thomas' fundraising team has more than 30 team members, so this chart is to merely provide an overview of the Community & Events team.*

# The department

## Department of Fundraising & Supporter Development

### Our Vision Statement:

*“We are Change Makers. Working Together we make a Difference in the World.”*

### To deliver our vision:

- We provide the means to fix society’s most pressing issues, from healthcare to education and beyond.
- We work collaboratively, enabling those with passion to deliver with purpose.
- We connect people who want to change the world with those who have the means to do so.
- We take pride in who we are and the work we undertake with our partners – we can effect change and the World feels the effects.

### Our team:

Fundraising and Supporter Development (F&SD) is an integrated department that provides a single fundraising and supporter engagement function for King’s College London, Guy’s and St Thomas’ Charity and for King’s Health Partners, working closely with the Maudsley Charity. Based at KCL, we work with colleagues across our partners to help them serve society through world-leading education, research and healthcare.

We operate a unique and powerful model, which brings together fundraising for all our partners across major and principal gifts; trusts & foundations; legacies; corporate engagement and mass fundraising. We also promote KCL’s engagement with its worldwide alumni community, as well as engaging more broadly with supporters of all our partners. Our work is underpinned and enhanced by a range of professionals in areas such as donor relations, communications and marketing, prospect research, finance, data, supporter services and general administration. By pooling our passion and expertise to support the university and our health partners, our potential and impact is maximised.

We have an impressive, well-established track record of success in securing support that allows our partners to deliver on their missions. This includes our global, award-winning World Questions: King’s Answers campaign for KCL, which set the standard in the sector and enabled us to raise substantial funds to help tackle some of the world’s biggest challenges. Ambitious and innovative, the team has won awards across the higher education and charity sectors, including the CASE Platinum Award for Fundraising.

We continue to set ourselves high standards and expectations in terms of supporting our partners, mapping out ambitious fundraising campaigns and appeals where we want to achieve ground-breaking milestones in areas such as children and young people’s mental health; sickle cell disease; cardiology; cancer; global women’s leadership; engineering; international relations and support for students who will go out and make a difference in the world. We are a strongly values-driven team, maximising the benefits of working across organisations and united in our ambition to support our partners in making a real and positive difference to the world we live in [www.kcl.ac.uk/fundraising](http://www.kcl.ac.uk/fundraising)

## Core values

Our Core Values are a key part of the culture in our office and are integral to the success of our staff members and the department. We are committed to our values and that’s why the successful candidate will be invited to take part in a Core Values-based interview before being offered the role.



## ***Staff benefits***

### ***Pension***

You will have the option of joining either Universities Superannuation Scheme (USS) or Superannuation Arrangements of the University of London (SAUL). King's has also introduced a scheme called PensionsPlus, which is a cost effective way to pay into your existing pension scheme, and increases your take home pay.

### ***Annual leave***

27 working days per year (from January-December), plus bank holidays and customary closure days. Staff receive 4x additional customary closure days in December between Christmas and New Year.

### ***Service time***

Staff are entitled to spend up to 3 days per year doing voluntary work for an external cause, such as a charitable organisation, or within your community.

### ***King's Sports***

There is a range of facilities available to staff, including:

- three outdoor sports grounds a short distance from the main campuses
- the King's Health and Fitness Centre with high quality gym equipment and fitness classes with qualified instructors
- the Thomas Guy Club which operates two fitness centres and an indoor swimming pool.

### ***Employee Assistance Programme***

This provides independent, free, confidential advice and guidance on a range of practical issues for staff on both home and work concerns, such as family matters, debt management, relationships, well-being, personal development, and life events.

### ***Cycle to Work Scheme***

This scheme allows staff to make substantial savings on the cost of a bicycle, safety equipment and accessories.

### ***Interest free ticket loan***

Each staff member has the opportunity to obtain an interest free loan to pay for their annual travel ticket.

### ***Family-friendly policies***

We offer a range of generous packages for leave including maternity, paternity, parental leave and shared parental leave.

### ***Staff discounts***

As a King's member of staff, as well as working with the NHS, you are entitled to a variety of discounts.

### ***And much more!***

King's College London offers a wide range of staff benefits. To see the full comprehensive list, please visit: [kcl.ac.uk/hr/staffbenefits](https://kcl.ac.uk/hr/staffbenefits)



# ***How to Apply***

*Please apply via our website:*

*[https://www.supportgstt.org.uk/  
work-for-us](https://www.supportgstt.org.uk/work-for-us)*

*or feel free to get in touch with  
**Rebecca Kemp** on **07786587395**  
**rebecca.kemp@kcl.ac.uk** or  
**Tamsin Fraser** on **07985133272**  
**tamsin.fraser@kcl.ac.uk***

