

JOB PROFILE

Job title:	Bid Writing and Fundraising Manager X 2
Salary:	£42,000 to £46,000 (depending on experience)
Contract:	Full Time – Temporary to permanent
Reporting to:	Head of Research
Location:	London
Direct Reports:	No

Main purpose of position

Children with Cancer UK is seeking an experienced and results-driven Bid Writing and Fundraising Manager to join our dynamic research team. As a Bid Writing and Fundraising Manager, you will be responsible for raising significant funds and securing new business partnerships that will support the transformational journey of our charity. This role requires exceptional strategic thinking, strong networking skills and contacts, and a proven track record of achieving fundraising targets.

This position is an opportunity to make an impact on how childhood, teenage and young adult cancer research is funded both nationally and internationally. The post holder will raise funds and lead on the Charity's mission. With this in mind, the post holder will need to be a self-starter and identify and act upon areas for fundraising. They will be the bid writing and fundraising lead, representing the charity and building collaborative relationships and our reputation with partners, clinicians and research and policy organisations, including co-funders and the AMRC, NCRI, Children and Young People with Cancer Coalition, One Cancer Voice, etc.

Our Vision

Children with Cancer UK is the leading national children's charity dedicated to the fight against childhood cancer.

Our mission is to improve survival rates across all types of childhood cancer and support children and their families to live better with and after treatment.

Around 4,500 children and young people are diagnosed with cancer every year in the UK. Our aims are to determine the causes, find cures and provide care for children with cancer. Our small team is united by a common goal – to save and improve young lives.

Since 1988, our research funding has helped to drive up childhood cancer survival rates have improved from 67.3% in 1990 to a predicted 85.5% in 2018*.

We fund research

We fund research into the causes and treatment of childhood cancers. We have accelerated breakthroughs to improve childhood cancer survival rates and find more effective treatments with fewer

toxic side effects. Since 1988, Children with Cancer UK has raised over £250 million to support research into the causes and treatment of childhood cancers.

We support families

We help families deal with the burden of a cancer diagnosis by working with other organisations to fund free accommodation close to hospitals and financial grant programmes to support families during their cancer journey. We also organise special days out, giving families a welcome respite from hospitals and treatment.

We raise awareness

We bring childhood cancer to the forefront by sharing children and their families' experiences in the hope this will reduce delays in diagnosis, raise awareness of life-limiting side effects of current treatments and encourage greater funding of childhood cancer research.

*Office for National Statistics (ONS) Childhood cancer survival in England: children diagnosed from 1990 to 2014 and followed up to 2015 and Cancer survival in England: adult, stage at diagnosis and childhood – patients followed up to 2018. Survival rates are based on five-year survival.

Strategic Priorities

The charity has a number of strategic objectives that are overlaid by a culture to have ambition, provide quality and protect our reputation in everything we do.

The themes of excellence behind the charity's vision that the post holder must embody in all their work are;

1. We aim to be the biggest not-for-profit annual financial contributor to research into cancer in children and young people in the UK
2. We will maintain a place in the top 100 UK charities, based on fundraising activity
3. We will continue to support respite homes and associated financial support for children and families affected by childhood cancer
4. We will fund high quality research aimed at developing treatments which are not only more effective but less debilitating and disruptive to young lives
5. We will contribute to peer reviewed research into the discovery and reduction of causes of cancer, including directly supporting the work of the International Agency for Research in Cancer (IARC, part of WHO)
6. We will provide capital funding to encourage the development of centers of excellence in childhood cancer research
7. We will raise public awareness about our activities and the results of relevant research
8. We will seek to influence the development of policy to promote the best interests of children with or at risk of cancer
9. We will continue to be a highly engaged and effective organisation that recognises and rewards the right behaviours, innovation and outcomes for the organisation and for those we help.

What you will get from working at Children with Cancer UK

Children with Cancer UK provides a flexible working environment with a wide range of opportunities to develop your personal and career skills. We provide a generous benefits package and access to discounts at popular retailers and subscription services. You will have the opportunity to improve your

work-life balance and advance and develop your career working at the charity, as well as being able to have real impact on children, young people and families struggling with the effects of cancer.

Key Responsibilities

1. Fundraising Strategy:

- Develop and execute a fundraising strategy that raises funds for the charity's initiatives and projects.
- Identify and engage potential grantees, donors, sponsors, and partners, including individuals, corporates, foundations, central government, government agencies, pharma etc.
- Plan and implement innovative fundraising campaigns and initiatives.

2. New Business Development and fundraising:

- Identify and pursue new business opportunities and fundraising that align with the charity's mission and strategic objectives.
- Build and nurture strategic partnerships with key stakeholders, including government, businesses, trusts and foundations, agencies, community organisations, pharma and other charities.
- Conduct market research and competitor analysis to identify emerging trends, potential partnerships, and revenue streams.

3. Grant and Bid Writing:

- Research and identify relevant grant and bid opportunities from foundations, central government, government agencies, trusts and foundations, pharma, charities and other funding sources.
- Meet annual income generation targets as set by the Head of Research.
- Prepare persuasive grant proposals and applications.
- Track and report on grant progress, ensuring compliance with funding requirements and timely submission of reports.

4. Performance Monitoring and Impact Reporting:

- Track and analyse key performance indicators (KPIs) related to fundraising, grants and business development activities.
- Prepare regular reports on fundraising and grant progress, grants impact, new business acquisition, and revenue generation.

- Provide recommendations based on data analysis to enhance fundraising strategies and optimise business development effort.

5. Marketing Strategy Development:

- Develop and execute comprehensive impact and fundraising strategies to promote the charity.
- Collaborate with other teams within the organisation to align marketing, impact and fundraising efforts to secure increasing funds.

6. Brand Management:

- Maintain and enhance the charity's brand image and reputation.
- Ensure consistent branding across all marketing materials, including digital and print media.

7. Digital Marketing:

- Oversee the charity's digital presence from a fundraising and research perspective, including website management, social media marketing, email campaigns, and online advertising.
- Utilise various digital channels to reach prospective funders and engage with the relevant communities.

8. Advertising and Promotions:

- Plan and implement advertising and promotional campaigns to raise awareness about the charity's impact and to bring in funding.
- Coordinate with Learner Recruitment and Assessment, media partners and advertising agencies to optimise marketing reach.

9. Impact and Content Creation:

- Create compelling and informative content for marketing materials, websites, blogs, and social media platforms.
- Ensure that the content resonates with the target audience and showcases the charity's unique value proposition.

10. Public Relations:

- Cultivate positive relationships with media outlets, community organisations, and stakeholders to enhance the charity's public image and maintain a favourable reputation.

- Manage and grow the Charity’s relationships with partners, including Research grant co-funders, and identify new opportunities for collaboration and expansion.

11.Compliance and Regulations:

- Ensure that all fundraising and marketing efforts adhere to relevant regulations, including those related to data protection and advertising standards.

12.Team Leadership:

- Using your experience to motivate your team and other teams in the charity to perform to high standards.
- Respond to research enquiries from funded researchers, applicants, and members of the public.
- Complete line management responsibilities as required.

This list of duties should not be regarded as exclusive or exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities.

Personal Specification

Criteria	Essential	Desirable	How Assessed
Skills & Abilities	<ul style="list-style-type: none"> • Bring in large funds and work to targets. • Project management skills. • Ability to work with a large number of stakeholders, possibly with conflicting needs. • Able to effectively and appropriately communicate complex research messages to staff, researchers and members of the public. • Ability to understand and communicate research and scientific concepts clearly. • Able to manage complex workload and to plan ahead effectively. 	<ul style="list-style-type: none"> • Ability to communicate with credibility and authority to high-value donors, to explain key research projects and the impact of the funded research. 	Application and interview.

	<ul style="list-style-type: none"> ● Confidence in establishing standards for best practice in bid writing, fundraising and research management. ● Excellent planning and organisational skills, able to prioritise and manage multiple tasks, working to challenging targets and deadlines. ● Proficient in Microsoft packages including word, excel and databases. ● Excellent communications skills with the ability to write clearly and concisely. 		
Qualifications, training and education	<ul style="list-style-type: none"> ● Educated to degree level (or related) experience. Knowledgeable about financial budgets and contract management issues. 	<ul style="list-style-type: none"> ● Proficient in using Grant Management Systems (e.g. Flexi-Grant) 	Application
Experience	<ul style="list-style-type: none"> ● Proven experience of bid writing and fundraising. ● Experience of managing budgets. ● Experience of working with senior external stakeholders. ● Experience of preparing complex reports and papers. ● Experience of raising funds or contract management at a senior level. ● Ability to proactively identify potential issues before they arise and help devise solutions. ● Experience of overseeing a complex programme of work whilst maintaining links with other relevant 	<ul style="list-style-type: none"> ● Excellent and extensive experience of bid writing and raising funds from diverse sources. ● Ideally to be familiar with the national cancer research landscape. ● Knowledgeable about fundraising and research policies and procedures, such as: confidentiality & data handling/protection (GDPR). 	Application and interview

	internal and external teams.		
Other requirements	<ul style="list-style-type: none"> ● A self-starter who is able to work independently and use their judgement to make day to day decisions without referral. ● Well organised with a systematic approach. ● Able to work collaboratively as part of a team and contribute to a positive working environment and culture. 		Interview

This job description outlines the current main responsibilities of the post. However, the duties of the post may change and develop over time and this job description may be amended in consultation with the post holder.