



Supporter Engagement Manager – Maternity Cover

Candidate Information

August 2022

The Institute of Cancer Research

About our organisation

We are one of the world's most influential cancer research institutes with an outstanding record of achievement dating back more than 100 years. We are world leaders in identifying cancer genes, discovering cancer drugs and developing precision radiotherapy. Together with our hospital partner The Royal Marsden, we are rated in the top four centres for cancer research and treatment worldwide.

As well as being a world-class institute, we are a college of the University of London. We are consistently in the top performing universities in the league table of university research quality compiled from the Research Excellence Framework (REF 2014 & 2021)

We have charitable status and rely on support from partner organisations, charities, donors and the general public.

We have more than 1000 staff and postgraduate students across three sites – in Chelsea and Sutton.

Development Office

This is an exciting time to be part of our team. Professor Kristian Helin, a world-renowned cancer biologist, joined from Memorial Sloan Kettering in New York as our new Chief Executive last year and we are looking ahead to developing a new organisational strategy which will put income growth at its core.

The Development Office is responsible for fundraising and philanthropic income across the ICR, maximising support from major donors, individuals, trusts, corporates, charity partners and events. We have a proud track record of performing at a consistently high-level year on year, raising in excess of £12m per annum.

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We have successfully navigated the challenges posed by the pandemic, having readily adapted and found creative new ways to engage with our audiences. We are now ready to build on what we've learnt from our COVID experiences, as well as the success of our recent £75m capital campaign, by expanding our ambitions and fundraising for pioneering new research projects.

Join us to help our scientists make the discoveries that are so urgently needed to improve cancer patients' lives.

Supporter Engagement Manager

We are seeking a Supporter Engagement Manager (maternity cover) to help shape and deliver an exciting multi-channel programme of integrated marketing campaigns and fundraising activities.

Working closely with the Head of Supporter Engagement, you will further expand Individual Giving, increase brand awareness, engage prospective and existing donors in our science and increase unrestricted fundraising income.

To ensure the long-term financial future of the ICR, you will also be responsible for marketing legacy giving and finding new ways to promote this way of supporting us both online and offline.

You will be a champion for exceptional donor stewardship, working with the Marketing Support Officer and Supporter Engagement Officer to ensure our supporters have the best possible experience. This includes identifying weak spots in our stewardship communications and how these could be improved.

You will build important relationships with colleagues across the Development Office. This includes working with Philanthropy colleagues to identify potential new major donors to the ICR, and the Events team on donor stewardship events. You will also work closely with colleagues in our Communications team to ensure our appeals are reaching a wide audience.

This appointment is to provide maternity cover on a fixed term contract for up to one year. Please be aware that the appointment could terminate earlier, dependent on the duration of the substantive post holder's absence.

Our mission
is to make the
discoveries that
defeat cancer.

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Our values

The ICR has a highly skilled and committed workforce, with a wide variety of roles, each requiring different skills. But whether you work as a researcher, or work as part of our corporate team, your work and behaviour is underpinned by these six values. They are what bring us together as one team - as 'One ICR'.



Pursuing excellence

We aspire to excellence in everything we do, and aim to be leaders in our field.



Acting with Integrity

We promote an open and honest environment that gives credit and acknowledges mistakes, so that our actions stand up to scrutiny.



Valuing all our people

We value the contribution of all our people, help them reach their full potential, and treat everyone with kindness and respect.



Working together

We collaborate with colleagues and partners to bring together different skills, resources and perspectives.



Leading innovation

We do things differently in ways that no one else has done before, and share the expertise and learning we gain.



Making a difference

We all play our part, doing a little bit more, a little bit better, to help improve the lives of people with cancer.



Our values set out how each of us at the ICR, works together to meet our mission – to make the discoveries that defeat cancer. They summarise our desired behaviours, attitudes and culture – how we value one another and how we take pride in the work we do, to deliver impact for people with cancer and their loved ones.”

Professor Kristian Helin
Chief Executive

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Job description

Department / division: Development Office

Pay grade / staff group: Professional Services PS3

Hours / duration: Full time (35 hours per week), Monday to Friday. Fixed term contract until 30 November 2023. This appointment is to provide maternity cover on a fixed term contract for up to one year. Please be aware that the appointment could terminate earlier, dependent on the duration of the substantive post holder's absence.

Reports to: Head of Supporter Engagement

Main purposes of the job: To strengthen and grow the ICR's donor base, including our legacy pledgers, to maximise life time value and legacy giving. To provide excellent donor care to enhance the supporter experience. To manage and develop the Marketing Support Officer.

Duties and responsibilities:

Responsible for the day to day management of the Legacy Marketing and Appeals budgets of c. £900k and contribute to regular reforecasts and annual budget planning.

Work with the Head of Supporter Engagement in devising and then implementing strategies to maximise legacy income, and play an active role in the annual planning processes against an overall legacy income target of c. £3.5million

To develop and deliver multi-channel fundraising campaigns to recruit, retain and develop cash, regular and legacy supporters for, and maximising supporter experiences with, the ICR.

Lead on, develop and deliver the ICR's legacy marketing activity to actively promote legacy giving to existing donors and to the wider public via our Will For Free programme.

Lead on, develop and deliver an annual programme of appeals and campaigns that uses email marketing, direct mail and telemarketing, to recruit new donors and regular givers and to encourage repeat giving against an income target of c. £700k.

Work in close collaboration with the Digital Marketing Manager and the Communications team to help translate offline appeals into digital marketing campaigns which cover the full marketing media mix.

Work with the Head of Supporter Engagement to implement donor development and stewardship programmes that encourage long term support, including leading on the creation and delivery of the existing 'SEARCH' newsletter, new donor communications, stewardship events, and any other marketing materials and collateral.

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Produce regular results and reports/reviews of marketing activity and present findings and recommendations for future campaigns.
Responsible for the line management and on-going personal development of the Marketing Support Officer.
Manage key supplier relationships such as creative agencies, printers and production suppliers by acting as the main day to day contact
Ensure that all marketing activity is delivered on time, within budget, and in line with agreed strategies and annual plans.
Create inspiring copy and ensure that all campaigns, publications and materials fall within the ICR's tone of voice and brand guidelines.
To be knowledgeable on and to keep up-to-date with data protection and other sector-specific legislation that is likely to affect fundraising and communications to individual donors.
To familiarise yourself with The Institute's approach towards risk management including its policies and procedures, which require all staff to play an active part in identifying and managing risk.
Any other duties that are consistent with the nature and grade of the post that may be required.

General

All staff must ensure that they familiarise themselves with and adhere to any ICR policies that are relevant to their work and that all personal and sensitive personal data is treated with the utmost confidentiality and in line with the General Data Protection Regulations
Any other duties that are consistent with the nature and grade of the post that may be required.
To work in accordance with the ICR's Values.
To promote a safe, healthy and fair environment for people to work, where bullying and harassment will not be tolerated.
This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

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Person specification

Education and Knowledge

A broad base of marketing expertise, ideally with IDM/CIM or equivalent qualification	Essential
An in-depth understanding of UK GDPR and other regulatory frameworks incl. the Fundraising Regulator’s ‘Code of Fundraising’ practice and their impact on direct marketing	Essential
Educated to degree level or equivalent	Desirable

Experience

Proven experience and track record of managing successful direct marketing and fundraising campaigns ideally within the not-for-profit sector.	Essential
Experience of delivering a wide variety of both offline and online marketing campaigns.	Essential
Experience of writing copy for direct marketing appeals and for the web as well as commissioning online and offline creative work.	Essential
Experience of using the Raiser’s Edge/RE NXT fundraising software.	Desirable
A strong understanding of “brand” and a proven track record of working within brands to deliver high quality creative work.	Desirable

Skills

Excellent written and oral communication skills and able to engage with the science to communicate it effectively in lay terms.	Essential
Excellent attention to detail and creative judgement.	Essential
Strong organisational and project management skills with proven ability to work to tight deadlines and to manage multiple priorities.	Essential
Excellent leadership skills with the ability to influence and gain buy-in across a multi-disciplinary “virtual” team in order to get things done.	Essential
Ability to build strong relationships both within the organisation and with external agencies, and deliver consistent, high-quality, innovative solutions to budget and strict deadlines.	Essential
Must be a team player and a motivated self-starter with a professional and collaborative approach to hybrid work patterns.	Essential
A strong analytic mind, with proven experience of working with databases/CRM systems and data segmentation, and the ability and confidence to interpret this.	Desirable
A genuine enthusiasm for the ICR’s mission to make the discoveries that defeat cancer, and an eagerness to learn about the research ICR scientists are carrying out.	Essential
A willingness to work occasional unsociable hours.	Essential

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Benefits

We offer a fantastic working environment, great opportunities for career development and the chance to make a real difference to defeat cancer. We aim to recruit and develop the best – the most outstanding scientists and clinicians, and the most talented professional and administrative staff.

The annual leave entitlement for full time employees is 28 days per annum on joining. This will increase by a further day after 2 years' and 5 years' service.

Staff membership to the Universities Superannuation Scheme (USS) is available. The USS is a defined benefit scheme and provides a highly competitive pension scheme with robust benefits. The rate of contributions is determined by USS and details of the costs and benefits of this scheme can be found on their website. If staff are transferring from the NHS, they can opt to remain members of the NHS Pension Scheme.

We offer a range of family friendly benefits such as flexible working, a parents' group, and a maternity mentoring scheme. Other great benefits include interest free loans for discounted season tickets for travel and bicycle purchases, access to the NHS discounts website, a free and confidential Employee Assistance Programme which offers a range of well-being, financial and legal advice services, two staff restaurants, and access to a gym and sporting facilities at our Sutton site.

Further information

You may contact Lannah Carbonilla for further information by emailing lannah.carbonilla@icr.ac.uk This job description is a reflection of the current position and is subject to review and alteration in detail and emphasis in the light of future changes or development.