

BOWEL RESEARCH UK.



Head of Fundraising & Engagement

Bowel Research UK

Candidate Information Pack

April 2022

Head of Fundraising & Engagement

This is an exciting opportunity to lead the fundraising function of the leading charity dedicated to funding research into bowel cancer and bowel disease in the UK.

About Bowel Research UK

Bowel Research UK is the UK's leading specialist bowel cancer and bowel disease research charity. BRUK was founded in 2020 following a merger between two well-respected charities: Bowel & Cancer Research and Bowel Disease Research Foundation (BDRF).

Every year over 16,000 people die from bowel cancer in the UK and over a million suffer from bowel disease. By researching cutting edge treatments and investing in the best science, Bowel Research UK is saving and improving people's lives.

The charity was responsible for the development and equipping of the National Bowel Research Centre for which it raised over £2.5m and is closely associated with the Association of Coloproctology of Great Britain & Ireland, <https://www.acpgbi.org.uk>. In addition to BRUK funds early-stage medical research, with early career PhD candidates and other scientists across the UK. We run relevant awareness campaigns and a world class Patient and Public Involvement in Research programme.

Why Bowel Research UK?

Our Mission is to fund research to end Bowel cancer and bowel disease. We are a small and dynamic team that consistently punches above its weight and has substantially increased income generation and its profile over recent years. We have a compelling cause, do work that really makes a difference, have a welcoming and collaborative culture and a team passionately committed to improving outcomes for patients with bowel cancer and disease and their families.

We believe in empowering our team in their work and giving team members the autonomy and ownership of what they do. We want everyone at BRUK to own their story and their successes - and come together to collaborate and support one another. Working with us means you'll not just be another cog in the machine.

By researching cutting edge treatments and investing in the best science, we're saving and improving people's lives.

This Brief has been prepared by Eastside Primetimers for Bowel Research UK.

Eastside Primetimers is the trading name for Eastside Consulting Ltd, registered in England No 04958922. Telephone: 0845 4563 885.

CAN Mezzanine, 49 – 51 East Road, London N1 6AH. www.ep-uk.org



Head of Fundraising & Engagement

We are looking for a creative, dynamic, and passionate person with energy and vision to lead our fundraising & communication work. The successful candidate will form a key part of our Senior Management Team, working collaboratively and effectively with others in the organisation to help shape the future of BRUK. We welcome diversity of perspectives and experience. The work can be challenging, and humbling at times, but it's also hugely rewarding and meaningful.

We are seeking someone with in-depth knowledge across fundraising disciplines and of the fundraising environment with the proven ability to deploy techniques and disciplines to support cost-effective income generation. A strong track record of leading change and driving significant income growth with supporter engagement is key, as is experience of integrating communications and fundraising functions to improve profile, strengthen the brand and attract support.

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Job Description

Salary	£45,000-£50,000 pa depending on experience
Job Type	Permanent
Hours	Full time, 35 hrs. per week. Open to discussing flexible working options.
Location	London - we currently operate on a hybrid/flexible working model. Some in person attendance and meetings in our London offices at the National Bowel Research Centre (Whitechapel) and Royal College of Surgeons (central London) will be required.
Reporting to	Chief Executive
Direct Reports	Trust & Grants Fundraising Manager
Benefits	25 days annual leave, death in service benefit and NEST workplace pension scheme.

Purpose of the role

- To execute and deliver on the Fundraising strategy and targets for Bowel Research UK. Actively contribute as a member of the Senior Management Team (SMT).
- To work collaboratively with the Chief Executive, SMT, Chair & Fundraising, Communications & Marketing Committee members and Trustees to lead the organisation in raising funds to operate the charity and award research grants in bowel cancer, diseases and conditions.
- To lead and develop a high performing team to deliver growth in income generation to enable BRUK to achieve its strategic aims.

Key Accountabilities

- Play a pivotal role in leading the organisation by working collectively and collaboratively with the Senior Management Team (SMT), the Board, the Fundraising Committee and individual trustees to shape the future direction of BRUK and build and maintain a positive culture.

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Let's end bowel cancer and bowel disease.

- Provide leadership, creativity and vision in support of the implementation of our fundraising and income generation strategy, to reach agreed targets using all resources available and generating new opportunities.
- Accelerate the growth of fundraising across a diversified range of income streams to achieve long-term, sustainable income growth.
- Inspire, lead, coach and monitor the performance of a high performing, high impact fundraising team and ensure all necessary skills, knowledge, and tools are available, so they feel supported to align with our mission.
- Work with individual trustees, the Board, CEO & Fundraising Committee to implement an ambitious fundraising strategy with a focus on donor retention and new multi-year opportunities; and report on progress against these in a robust and digestible manner.
- Identify opportunities to develop new relationships with high-net worth individuals, corporates, grant funders, and others, by building a supporter-centred culture and end-to-end supporter excellence experience.
- Oversee work to maximise digital and social media channels, build and retain community, events & individual fundraising and donations at all levels.
- Represent BRUK as an ambassador in a knowledgeable and professional manner, including at external events and engaging people in our work so that they want to support us.
- Work collaboratively with Finance to develop budgets, systems and processes required to meticulously manage limited outgoing investment, enhance relationships and monitor progress against targets.
- Ensure the organisation operates within its charitable objectives and its activities comply with relevant laws and regulations.
- Take ownership to uphold the organisation's values including embedding Equity, Diversity and Inclusion within our fundraising practices and the wider organisation.

All BRUK staff will have

- An understanding of and empathy with the issues facing individuals with bowel cancer and disease.
- A clear understanding of the importance of Equity, Diversity and Inclusion and desire to help create a culture with these values at its heart.
- An empathetic interest and passion for the charity, its strategic objectives and cause.

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Person Specification

Experience, Skills and Knowledge

- Strong track record in using a range of fundraising approaches including securing high value gifts from major donors, trusts and legacies across multiple years.
- Experience of overseeing fundraising communications and events.
- Experience in networking to build and manage connections with senior stakeholders across different sectors including suppliers and partners.
- Experience leading a high-performing team.
- Ability to build engagement with Committees & Trustees to contribute to the success of the fundraising strategy.
- Experience working with digital technology necessary i.e., CRM systems (Donorfy, Just Giving or similar) and the ability to learn and advise on advances in the future.
- Negotiation and presentation skills, including a talent for writing compellingly and persuasively for a range of audiences.
- Experience in financial planning, including budgeting, and setting income targets with a track record of contributing to business plans and decision making.
- A strategic leader who is resilient and responds well to change.
- Strong organisational and problem-solving skills.

How to Apply

Eastside Primetimers is supporting us in recruiting for this role. Application is by CV and a covering letter which should indicate why you are interested in applying for the Head of Fundraising & Engagement role and how you meet the essential requirements of the role. Please send this to Renu Gundala, renu@ep-uk.org. If you would like a call to discuss the role in more detail, please email Renu to arrange a convenient time.

The closing date for applications is **Wednesday 18th May 2022** with shortlisting telephone or online interviews taking place the next couple of weeks thereafter. Interviews with Bowel Research UK will take place on **Wednesday 8th June 2022**.

In line with our ongoing commitment to inclusiveness and diversity at Bowel Research UK, we actively and warmly encourage applications from a broad range of backgrounds. We value diversity of all types, and as a small team operate with integrity and openness.