



Corporate Fundraising Manager

Candidate Information Pack

January 2019

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1. Letter from Jon Haward, Executive Director

Dear applicant

Thank you for your interest in the role of Corporate Fundraising Manager with Ronald McDonald House Charities (RMHC). I am excited to announce a vacancy within our Income Generation Team for a Corporate Fundraising Manager. Keeping Families Close is at the heart of everything we do at Ronald McDonald House Charities; we build and run Houses that provide a 'home away from home' for families who have a sick child in hospital.

To do this, we recognise the importance of sustainable income generation, exceptional relationship and supporter care, strong and effective communications and adherence to best practice. Following our recent organisation restructure the Corporate Fundraising Manager is a new role; we are looking for an experienced corporate fundraiser to join us at an exciting time of growth for the Charity with our new House opening in Edinburgh this year and work has just started on our new House in Oxford.

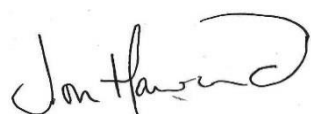
This is a great opportunity for the right candidate to make the role your own. You will work closely with the Income Generation Manager to develop new opportunities and work with Senior Community Fundraisers, McDonald's Relationship Manager and the National Fundraising team to ensure existing income streams are maintained and improved; our Income Generation Team working in collaboration attributes to the success of our events such as our Gala Dinners, Golf Days and Challenge events. You will lead, manage and motivate a team of Corporate Fundraisers who are based in different areas of the UK to achieve fundraising plans and financial targets.

The right candidate will be an ambitious individual with a flexible approach to work and be excited at the chance to shape the Charity's future of corporate fundraising. This is the perfect opportunity for an experienced fundraiser for local or national charities, who wants more responsibility in securing higher value corporate partnerships.

The Job Description and Person Specification will tell you about the role itself and detail the kind of person we are looking for. Our web site (www.rmhc.org.uk) will tell you more about the great work we do and the difference we make to the lives of families with sick children.

If this opportunity excites you and RMHC is something you can wholeheartedly support, then I very much look forward to hearing from you.

Yours



Jon Haward
Executive Director
Ronald McDonald House Charities

2. The organisation

Our history

Ronald McDonald House Charities was born out of the unlikely partnership of Dr Audrey Evans, an oncologist at the Children's Hospital of Philadelphia, McDonald's and the American Football team, the Philadelphia Eagles.

A player for the Philadelphia Eagles had a daughter suffering from leukaemia, which prompted the team to raise in excess of \$100,000 dollars to support the hospital. Dr Evans and her team were extremely grateful and shared her need for another \$32,000 to fund the build of a house where families of the children in the hospital could get proper rest, away from the ward.

McDonald's were using the Eagles' players as part of an advertising campaign and offered to donate the proceeds from sales of their 'shamrock shake' to help build the House and asked that the House be known as the Ronald McDonald House; and on 15 October 1974, the first Ronald McDonald House opened its doors in Philadelphia, USA. From this date, Ronald McDonald House Charities has spread across the world, forming new and independent branches in over 50 regions and countries.

In the UK, Ronald McDonald House Charities was established as an independent charity in 1989. Our Houses not only provide families with accommodation, but with a space where they can rest, cook and take time out from the hospital, so they can continue to stay strong for their child. Children that require specialist medical care often have to travel long distances to receive treatment. Our Houses are located next to specialist children's hospitals; there are currently 14 Ronald McDonald Houses here in the UK.

Ronald McDonald Houses in the UK

ARROWE PARK Arrowe Park Hospital, Wirral	BIRMINGHAM Birmingham Children's Hospital	BRIGHTON Royal Alexandra Children's Hospital Trevor Mann Baby Unit, Brighton	CAMBERWELL King's College Hospital, London	CARDIFF University Hospital of Wales and Noah's Ark Children's Hospital, Cardiff
EVELINA LONDON Evelina London Children's Hospital	MANCHESTER Royal Manchester Children's Hospital St Mary's Neonatal Unit	MOORFIELDS Moorfields Eye Hospital, London	OXFORD Oxford Children's Hospital	SOUTHAMPTON Southampton Children's Hospital Princess Anne Hospital
TOOTING St George's Hospital, London	EDINBURGH Royal Hospital for Children and Young People in Edinburgh			

There are Ronald McDonald Houses at Alder Hey, Glasgow and Bristol which are independently run.

Our Supporters

McDonald's played an integral role in helping us raise money to build the very first House in the USA; here in the UK, we have been McDonald's charity of choice since 1989. The biggest gift that McDonald's and their franchisees have given us is the opportunity to place our collection boxes in their restaurants across the UK.

McDonald's crew and franchisees take part in regular events and fundraising activities in restaurants to support the Charity and is our largest stream of income generation. McDonald's also provide us with desk space at their Regional Offices, use of their resources, office support functions and benefits for our employees.

We also receive support and donations from their suppliers which include Coca-Cola, Martin Brower, Leo Burnett, The Marketing Store, Veolia and Linney Group to name a few.

Telstra (telecommunications) supported the Charity through sports events, cooking family dinners in our Houses and helping make our Houses a home.

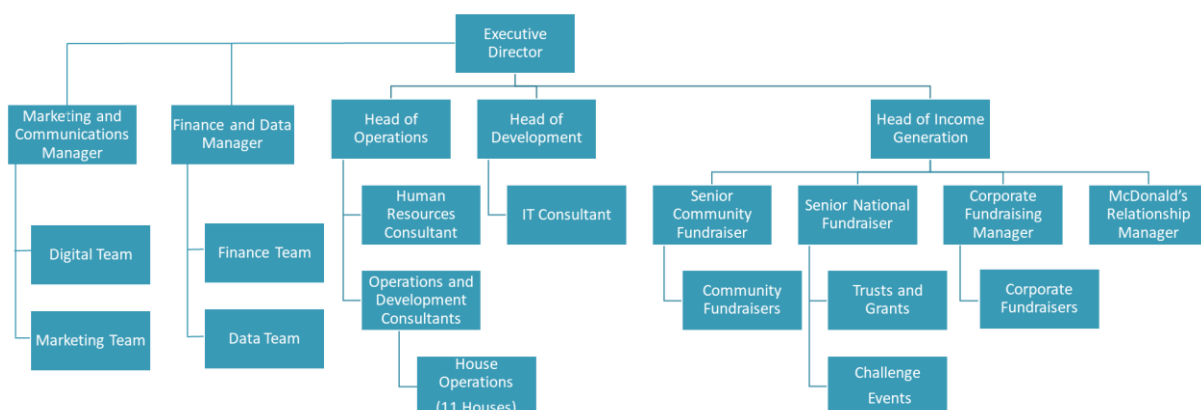
J.P Morgan chose to support our Charity for their annual Volunteer Week; one of their teams created cardboard cars for our families to enjoy a drive-through cinema.

Royal Bank of Canada has made significant contributions across the Charity; from selecting us as one of the charities to benefit from their annual Trade for the kids, giving rooms a fresh lick of paint, to cooking meals for families.

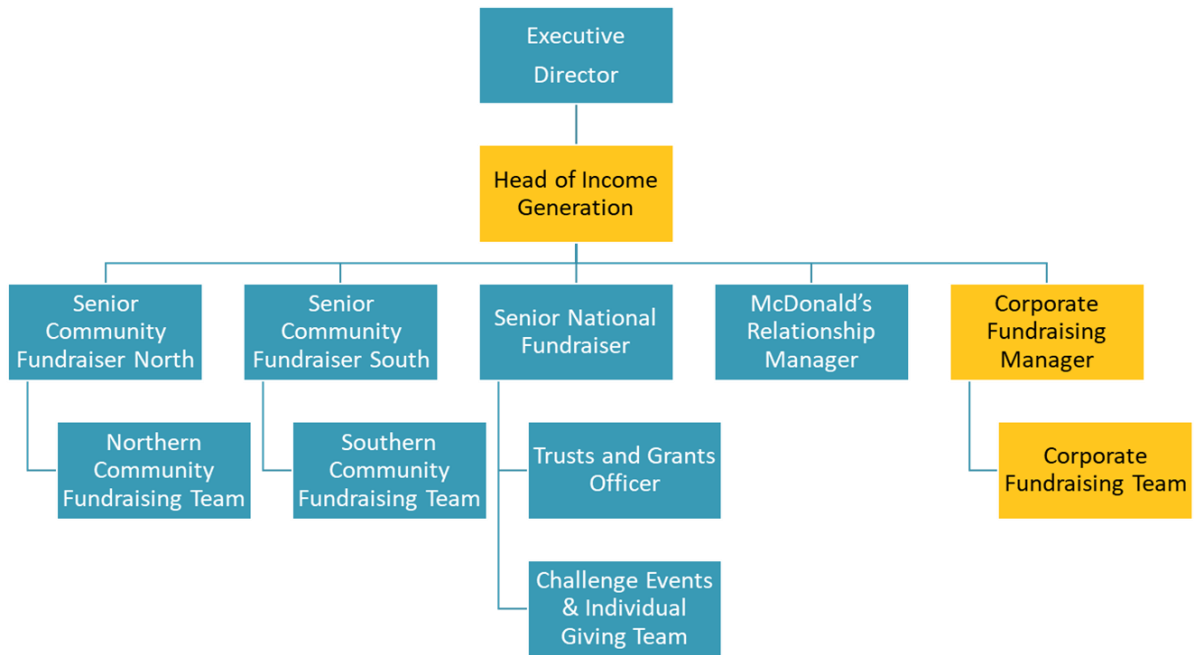
More information about our supporters can be found on our website at <https://www.rmhc.org.uk/who-we-are/our-supporters>

Our structure

We are led by our Executive Director, Jon Haward, who with the senior leadership team, sets the direction of the charity and manages the charity on a day to day basis.



The Corporate Fundraising Manager is part of the Income Generation Team reporting in to the Head of Income Generation. The role will manage a team of Corporate Fundraisers; currently these are based around the UK in London, Birmingham, Oxford, Cardiff and Manchester.



3. Job description and person specification



Job Description and Person Specification

Job Title:	Corporate Fundraising Manager
Reports to:	Head of Income Generation
Line management of:	Team of Corporate Fundraisers
Office:	Ronald McDonald House Evelina London
Location:	Near to Evelina London Children's Hospital, at Guy's & St Thomas's Hospital Trust.
Contract:	Permanent, 5 or 4 days per week with some weekend and evening working

Job Purpose:

To deliver a new and robust corporate fundraising strategy and plan which maximises the income from existing corporate partners and drives forward new partnerships

Key responsibilities:

- Develop and deliver a new corporate fundraising strategy which maximises income from existing corporate partners and which creates and develops long term relationships with new corporate partners
- Manage and generate high value partnerships across a variety of fundraising mechanisms
- Develop and manage a portfolio of corporate partners, delivering appropriate partnership strategies that maximises income and goodwill and drives growth to ensure full value is achieved from each partnership
- Deliver an agreed level of net income from each partnership within own portfolio each year, ensuring all income is tracked and up to date
- Devise new and engaging ways for corporate partners to support RMHC
- Research and identify potential new corporate partners and develop compelling proposals and presentations
- Act as a role model for the corporate fundraising team, inspiring team members to increase their professional skills, through own behaviour and approach
- Lead, manage, and motivate a remote team of currently 5 corporate fundraisers, supporting them to achieve their fundraising plans and financial targets
- Coach, mentor and train the corporate fundraising team to increase their professional competence and to develop the individual talents and capabilities of the existing team
- Support the corporate fundraising team to plan, oversee and coordinate regional and national fundraising events and activities.

- Work closely and collaboratively with other managers in the organisation to ensure the corporate fundraising strategy and plans are aligned with the wider RMHC fundraising strategy and new opportunities are recognised and stewarded
- Work in partnership with McDonald's Relationship Manager to enhance the corporate support - both financial and non-financial - from McDonalds, its supply chain and McDonald's franchisees.
- Ensure the effective management of the relationships with all corporate supporters so that they feel engaged with, and valued by, RMHC
- Represent RMHC at fundraising events, meetings and presentations
- Keep up to date with charity law, best practice and Fundraising Regulator guidelines relating to fundraising
- Comply with all RMHC policies and procedures
- Undertake any other duties and responsibilities that can reasonably expected of the postholder

Person Specification

Knowledge and experience

- Strong background in corporate fundraising with demonstrable success in identifying and securing new high-value major corporate partnerships including: COTY and strategic partnerships
- Previous experience of creating a corporate fundraising strategy which is aligned with the wider fundraising strategy and corporate objectives
- Experience of developing and managing a reliable corporate fundraising pipeline, including experience of cultivating and account managing a variety of corporate donors at all financial levels
- Experience of cause related marketing and sponsorship
- An in-depth understanding of the corporate fundraising environment and motivations behind corporate support of charitable organisations
- Experience of effectively leading and managing a remote team
- An understanding of what motivates volunteers to support the work of RMHC
- Member of the Institute of Fundraising through achieving one of their qualifications (Certificate of Fundraising, Diploma in Fundraising or the International Advanced Diploma in Fundraising) (desirable)

Skills and abilities

- Proven ability to build, manage and develop successful and collaborative relationships both internally and externally
- Ability to work on own initiative, planning, managing and prioritising own work and that of the corporate fundraising team
- Excellent numeracy skills with the ability to analyse and report on financial performance
- Excellent written and verbal communication skills
- Well-developed influencing skills
- Ability to create high quality compelling pitches and proposals to corporate partners

Personal qualities

- Excited by the opportunity to influence the direction of RMHC's corporate fundraising strategy
- Commitment to developing a young team to enable them to grow and flourish in their roles
- Creative problem solver who enjoys overcoming challenges

- Positive and proactive approach to work
- Commitment to the purpose and values of RMHC
- Willing to roll up sleeves and take a hands-on role when required

Specific requirements of the role

- Due to the nature of the role, some evening and weekend working will be required for which time off in lieu will be given.
- Some national travel will be required to visit both corporate partners and RHMC sites around the UK

4. Summary of our Benefits package

We are able to offer the successful applicant a highly competitive salary and benefits package.

Salary	£40 – 45k dependent on experience plus £3k London Weighting Allowance.
Bonus	You will be part of our bonus scheme which is currently based on budget achievement. Employees are awarded a sum annually based on salary and annual performance rating.
Hours of work	Full-time hours are 35 per week. The post is offered on either a 5 or 4 day working week.
Flexible working options	Our normal day is 7 hours, with one hour for lunch. We are flexible over start and finish times. Some staff choose to work 8am to 4pm, others work 9am to 5pm while others work 10am to 6pm.
Holiday	28 days rising to 30 days after 3 years' service plus Bank Holidays
Employee discount scheme	You will have access to a discount through Rewards Gateway; this includes discounts on some menu items from McDonald's Restaurants Limited and discounts from a wide variety of high street and online retailers.
Service awards	To celebrate major service anniversaries, we give all staff vouchers which can be used at a number of high street stores.
Private healthcare	We give all staff, their spouse or civil partner and any dependent children up to the age of 25, free membership of a private medical care scheme after 6 months' service.
Pension scheme	RMHC offers two levels of pension contribution. Basic contribution: You will contribute 2.5% of your qualifying earnings (those earnings between £6,136 and £50,000 a year (2019/20) and RMHC will contribute the same. Enhanced contribution: You can choose to contribute a minimum of 4.5% of your basic salary and will be eligible for a higher contribution based on your combined age and length of service. You may also, subject to acceptance from the insurer, be eligible for a long-term disability benefit.
Life assurance	RMHC offers a minimum cover of 1 x annual salary. This increases to 4 x annual salary if you make enhanced pension contributions.
Training and development	We aim to create a learning environment that enables all our employees to be proficient in their job and to feel that they make a valuable contribution to the Charity's overall achievement. You will be able to request time to train or to undertake accredited programmes leading to a qualification, or, for unaccredited training, request assistance to help you develop skills related to your job.

5. How to apply

Applications should be sent to Hayley McDonald at: hayley.mcdonald@actionplanning.co.uk

The closing date for applications is 5pm on Wednesday 20 February.

Please enclose:

- A full CV outlining your career history to date. Please include details of your latest remuneration and benefits.
- A covering letter, of no more than two pages in total, outlining how you meet the criteria set out in the person specification and your reasons for applying.
- A completed Personal Details Form <https://actionplanning.co.uk/jobs-board>

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for first interview by 5pm on Monday 25 February.

First interviews will be conducted by Tracy Madgwick, HR Consultant, Action Planning using Zoom during week commencing 25 February and 4 March.

Second interviews will be held at Ronald McDonald House Evelina London on either Wednesday 27 or Thursday 28 March with Jon Haward, Executive Director; Tony Morton, Head of Income Generation, and Tracy Madgwick, HR Consultant, Action Planning.

You can find Action Planning's privacy statement at <https://actionplanning.co.uk/our-privacy-policy>