



Ronald McDonald
House Charities™
United Kingdom

Director of Fundraising, Marketing and Communications

Candidate Pack

February 2024



TALL ROOTS

Note from Chief Executive, Ella Joseph

Hello,

Thank you for your interest in the role of Director of Fundraising, Marketing and Communications at Ronald McDonald House Charities UK. This is a fantastic opportunity to join me in leading this brilliant Charity providing desperately needed help to thousands of families across the UK each year.

Keeping families close is at the heart of everything we do at Ronald McDonald House Charities UK: we build and run Houses that provide a free 'home away from home' for families who have a sick child in hospital. We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too. Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are at an exciting stage in our journey, building on an incredible legacy that has seen us support more than 60,000 families since we first opened our doors. Looking ahead, we are currently finalising our new 3–5-year strategy, which will see us expand our reach and impact by offering more spaces and services to families that need them. A key part of our new strategy will be to grow and diversify our funding – without our support, thousands of families each year are unable to stay close to their sick or injured child.

As an independent Charity, we are proud to be the charity of choice of McDonald's, one of the world's most recognisable brands. Our relationship with McDonald's provides us with a great deal of fundraising opportunities across its family of franchisees, customers and suppliers. But we know that to do more, we must also continue to grow our income from other sources. In anticipation of this,

we recently commissioned an external review of our existing fundraising activities, which has helped identify many opportunities for us to deliver the step change that we are looking for.

Our new Director of Fundraising, Marketing and Communications will play a pivotal role in our mission to provide free accommodation for families with children in hospital. You will work closely with me, our Board of Trustees, and the Leadership Team to develop an ambitious fundraising and marketing strategy, growing income and building our brand.

You will have exceptional strategic fundraising skills, with a track record of successfully building and leading high-performing, diverse teams to deliver a step change in income from a broad range of sources. It may be that you have worked in executive leadership roles in charities of a similar scale and complexity to ours, or a second-tier director role within one of the largest in our sector.

Whatever your background, you will have a deep understanding of how to engineer a strong brand to help build relationships, motivate staff and attract and retain donors. You will need to have the confidence to lead change, building genuine trust from those around you, and passion for our mission to provide 'home from home' accommodation for families with children being treated in hospital.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.

All best wishes

Ella



Who we are and what we do

The Charity has been supporting families with children in hospital for over 34 years here in the UK. We currently have 14 Ronald McDonald Houses close to children's hospitals.

Our vision is for every child in hospital to have their families close by, and to ensure families are fully supported in our Houses and remain actively involved in their child's care.

Our mission is to ensure every specialist children's hospital in the UK has free, homely and supportive accommodation for families.

Our Impact

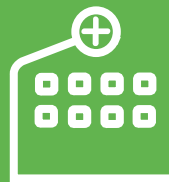
We are passionate about the support we give to families each year. Since 1989, we have supported over 60,000 families from all walks of life, living in the UK or coming from abroad

for specialist care. For those families, staying close to their child in hospital receiving care is the number one priority.



8,415

families supported in 2023



68

The average distance in miles from a family's home to hospital



£1,240

On average a family saves in out-of-pocket accommodation costs



16

Average length of family stay in nights



10,700,000

miles we saved families from travelling to and from hospital in 2023

Our Finances and Supporters

Last year we generated an income of **£16.3 million**, of which **£10.3 million** was generated because of significant fundraising activities across the McDonald's family, largely by enabling McDonald's customers to donate to the Charity, but also from corporate support and through the incredible continued generosity of its franchisees across the country. Around 95% of our income is unrestricted.

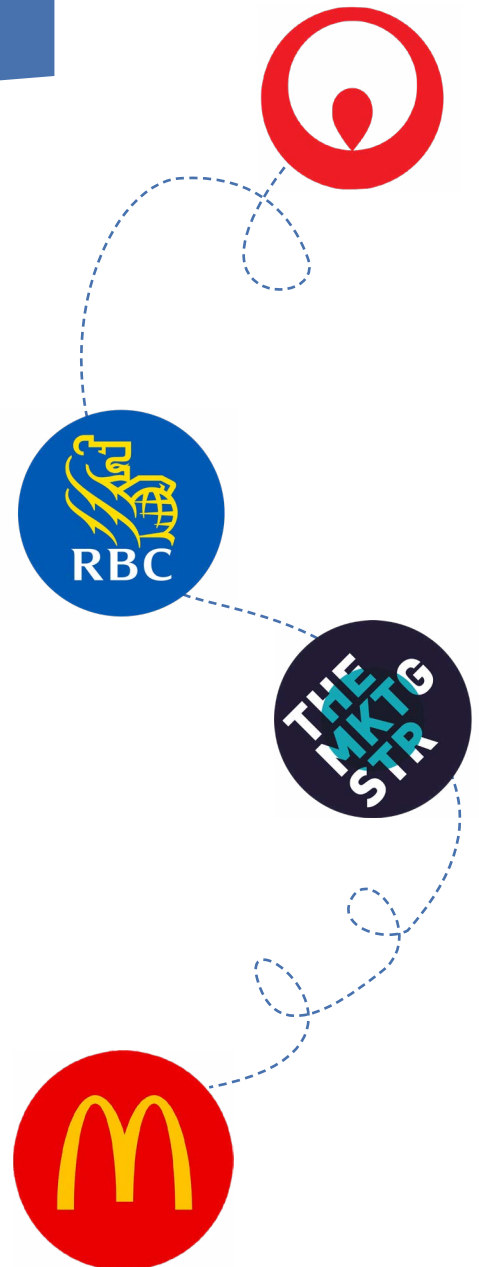
As founding mission partner to McDonald's, whilst we remain an independent organisation, the Company has played an integral role in helping us raise money and establish the Charity in the UK. We have been McDonald's charity of choice since 1989.

The biggest gift that McDonald's and their franchisees have given us is the opportunity to collect donations from their customers, both by allowing us to place our collection boxes in their restaurants and more recently enabling customer donations through their digital ordering screens.

Beyond our McDonald's partnership, we also receive support and donations through many other large corporate partnerships, including Coca-Cola, Royal Bank of Canada, Martin Brower, Leo Burnett, The Marketing Store, Veolia, and Linney Group to name a few.

Over recent years, we have grown our fundraising income from a range of other sources across individual giving, community, and events.

But our most grateful bank of supporters are the families who have stayed with us.



Our stories

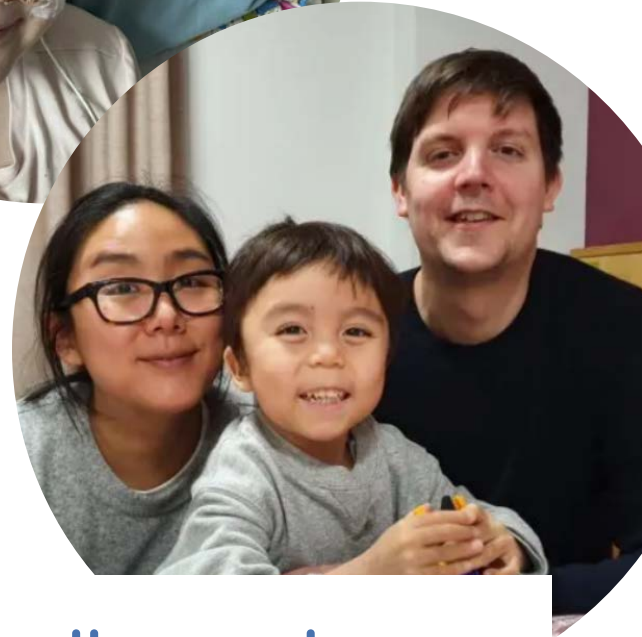
Unexpected complications: Lilly's story

When 10-year-old Lilly was just five, an accident at a trampoline park caused her to break her leg and left her needing surgeries, including the insertion of a metal plate. On 10 May 2021, Lilly went into Noah's Ark Children's Hospital in Cardiff, for what should have been a routine procedure to have the plate removed. However, whilst she was being anaesthetised, unexpected complications arose as Lilly's airways closed, leaving her in a critical condition and in intensive care for several days.

Thankfully, after moving from intensive care to Owl Ward, where she spent another two weeks, Lilly finally got to go home. Lilly and her mum Amy are now hoping to fundraise thousands of pounds for Ronald McDonald House Charities UK, after Amy was accommodated at the Cardiff House during Lilly's unexpected hospital stay.

Fearing the worst: Sienna's story

When Marie's waters broke at 24 weeks pregnant with her second child, she was fearing the worst. Doctors said Marie's baby girl would have a 50/50 chance of survival. Two days later, Marie, from Eastbourne in East Sussex, gave birth to tiny baby Sienna at Brighton University Hospital. She weighed just 1lb 7oz. Sienna stayed in hospital for 96 days, during which time her family was accommodated at the Ronald McDonald House Brighton.



We call ourselves 'operation buddies': Noah's story

Noah, from Reading in Berkshire, was just four weeks old when he was diagnosed with congenital nephrotic syndrome, a condition causing the kidneys to leak large amounts of protein into the urine. The first child of his parents Jessie and Thomas, Noah spent the first six months of his life in hospital, during which time Ronald McDonald House Southampton provided free 'home from home' accommodation for his family.

In November 2021 baby Remy arrived, making Noah a proud big brother and just three months later, after several years of infusions and dialysis, Noah finally received a kidney transplant. Dad Thomas was his donor and they became 'operation buddies'. Noah is now back at nursery and looking forward to starting school in September.

Job Description

Job Title Director of Fundraising, Marketing and Communications

Reports to CEO

Responsible for Team of 40 through four direct reports (Head of McDonald's Relationship, Head of Marketing and Communications, Head of Fundraising and National Events Manager).

Contract Permanent, full-time (35 hours per week)

Job Purpose

- You will inspire and lead teams working across Fundraising, Marketing and Communications to build our brand, drive awareness, expand our supporter base, and bring the creativity to transform our income generation.
- We are looking for a strategic thinker; someone who understands how to develop brand strategies and fundraising products to drive engagement with donors and nurture those relationships over time. You will develop and implement plans to drive income from all areas, including community, corporate, trusts and grants, individual giving, legacies, events, major donors and through capital appeals.
- In addition, you will need to understand, manage, and maximise income from a significant and unique corporate partner.
- As an inspiring and empathetic leader, you will bring exceptional relationship skills to embed a collaborative approach to your role across the Charity and with our fantastic network of supporters.

What success looks like in the role

- You will develop and drive an enterprising and ambitious long-term strategy, providing the framework to achieve transformational growth in the Charity's income, exploiting areas of opportunity that we know exist, including in capital appeals, major donors and individual giving.
- You will become a well-known and well-respected face of our brilliant Charity, providing inspirational leadership and strategic direction to the newly created Fundraising, Marketing & Communications directorate.
- You will inspire and grow our network of supporters through a creative and compelling brand proposition and marketing strategy that builds a movement behind our mission, and exploits the use of technology to enhance supporter engagement and retention.
- Through the global network of Ronald McDonald House Charities, you will build strong, collaborative relationships with international counterparts that seek to share knowledge, best practice and capitalise on global partnership opportunities.

Key Areas of Responsibility

Leadership

- Inspire and empower our people and our supporters to strive for our mission.
- Role-model our values to develop a diverse and inclusive organisation and culture.
- Play a central role in our Executive Team to lead the Charity and embed the attitude that all staff have a role to play as brand ambassadors and fundraisers, needing to maximise value for money and the impact of every pound we raise.
- Ensure our fundraising, marketing & communications activities are informed by people who have experience of having a sick child in hospital.
- Capitalise on the synergies of bringing MarComms and Fundraising together into a single directorate for the first time and align teams behind an evidence-based approach.

Income Generation

- Develop and deliver a new, multi-year fundraising strategy, ensuring Ronald McDonald House Charities UK's full portfolio of income streams is maximised.
- Lead a key new area of activity around capital appeals that connects our fundraising goals to our strategic aim of growing the number of Houses we have, and updating existing ones to meet the changing needs of families who stay with us.
- Embed a fundraising and supporter stewardship culture across the organisation, ensuring everyone who works and volunteers for the Charity is actively engaged in growing our income, profile and reach.
- Drive creativity in income generation, working with colleagues across our 14 Houses to understand where funds are most needed.
- Personally lead and steward a range of fundraising relationships, including corporate and other partnerships and a grow a portfolio of high-value individual relationships. Ensure our flagship events enable us to nurture these relationships.

Brand

- Increase brand awareness and brand health, growing trust and loyalty, as well as safeguarding and building the Charity's reputation.
- Deliver brand-building campaigns that turn increased recognition and 'consideration to donate', into active support.
- Empower colleagues across the Charity to deploy our brand ensuring consistency across all touchpoints.

Marketing and Engagement

- Increase the scale of our supporter base, building a community of deep and lasting relationships across the UK.
- Inspire colleagues to develop new technologies and communication channels for recruiting and retaining supporters.
- Create compelling campaigns that resonate with donors and the public.
- Deliver results through the full marketing and communications mix.

Internal Communications

- Ensure staff are informed and engaged on all areas of the Charity's work, encouraging connections and the exchanging of knowledge.
- Ensure staff understand and are passionate about our brand vision.

Person Specification

Part 1: Knowledge and Experience

- Proven track record of working at Director level within the charity sector. In particular:
 - Substantial strategic fundraising experience, overseeing and coordinating multiple approaches to maximise income generation.
 - Exceptional short- and long-term strategic planning and budget management experience, with knowledge of setting meaningful KPIs to monitor and communicate performance.
 - Success in building and motivating high performing, collaborative and diverse teams, and creating an environment that enables team members to be the best they can be and feel valued for what they do.
- Experience of providing strategic oversight of a Marketing & Communications function, with a track record of successfully overseeing the development and execution of brand strategies.

Part 2: Skills and Abilities

- We are looking for the full range of skills that will make a success of all of the areas for which you will be responsible, not least:
 - Outstanding communication skills (in all forms) and analytical skills to interrogate and interpret data and bring insights to life for different audiences.
 - Operational flexibility and flare to work on own initiative.
 - Comfort using technology day-to-day as well as to drive innovation.

Part 3: Styles and Behaviours

- Positive, friendly and engaging demeanour, with the ability to inspire and persuade a wide range of stakeholders – in all settings from corporate meetings to sector conferences and galas.
- Collaborative approach and empathetic style with a passion for building authentic and effective strategic relationships internally and externally.
- A curious mindset, where your default is to pursue new, creative, smarter ways of working that drive impact.
- A friendly and open style, willing to get stuck in and support when needed but also to avoid getting dragged into unnecessary details.
- Personal commitment to inclusive leadership and to building diverse teams that support and encourage different lived experiences.
- Passion for the Charity's vision and mission to provide free 'home away from home' accommodation for families with children being treated in hospital and a commitment to bringing our Charity's values to life.

Our Values

- We celebrate the diversity of our people and our programmes.
- We focus on the critical needs of children and their families.
- We value our heritage.
- We operate with accountability and transparency.

Our Diversity Statement

We aim to cultivate a culture of inclusion for all employees that respects their strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

Summary of benefits

We can offer the successful applicant a highly competitive salary and benefits package.

Pay

Circa £95,000 per annum depending on experience.

Pension Scheme and Enhanced Life Insurance

The Charity offers a Stakeholder Pension Plan to all salaried employees. This pension includes a minimum cover of 1x annual salary life insurance. You will have the option to upgrade your life insurance to a 4x annual salary.

Private Healthcare and Employee Assistance Programme

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. You can also access a free Employee Assistance Programme and Doctor@Hand service.

Holiday and Sabbatical Leave

28 days' annual leave entitlement (plus bank holidays) per annum (pro-rata for part-time), rising to 30 days (plus bank holidays) after three years' service (pro-rata for part-time). You will be entitled to an eight-week paid sabbatical for every 10 years of continuous service.

Training and Development

You can request time to train or to undertake accredited programmes leading to qualifications, or, for unaccredited training, request assistance to help you develop your skills related to your job.

Enhanced Family Friendly Leave

After one year's continuous service, you will be entitled to enhanced maternity, paternity, and adoption leave.

Recognition

To celebrate major service anniversaries, we give employees retail vouchers and we also recognise the contribution of five employees each quarter with a £50 voucher.

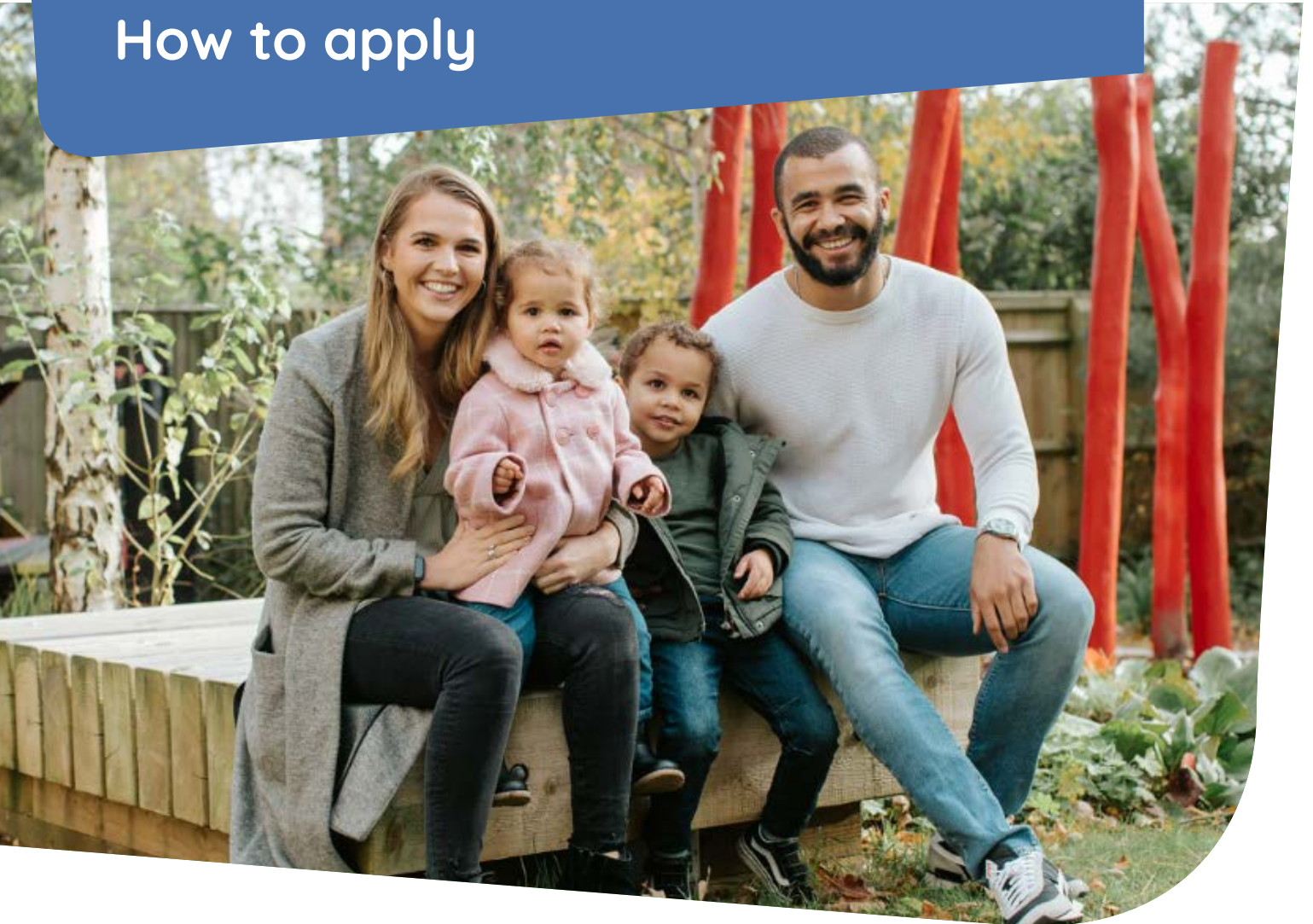
Employee Discount Scheme

You will have access to a discount scheme through Rewards Gateway; this includes discounts from a wide variety of High Street and online retailers.

Charity Sick Pay

Four weeks of Charity sick pay per tax year (pro-rata for part-time).

How to apply



Tall Roots is acting as an employment agency partner to Ronald McDonald House Charities UK.

Applications should be made online at tallroots.com and include:

- A CV.
- Cover letter (no more than two pages), explaining your motivation for applying for the role, along with how you meet Parts 1 and 2 of the Person Specification.

The closing date for applications is **Friday 1st March 2024.**

Preliminary interview with Tall Roots will be held during **w/c 11th March 2024.**

Final panel interviews with Ronald McDonald House Charities UK will be held during **w/c 25th March 2024.**

If you have any questions relating to the role or the process, or would like any adjustments made to accommodate your needs, please contact Mark Crowley at Tall Roots by email at mark.crowley@tallroots.co.uk.



TALL ROOTS

Tall Roots Search Limited

Registered in England & Wales. Company Number: 13790330

71-75 Shelton Street, London, WC2H 9JQ, UK

www.tallroots.co.uk

Design by: Amber Jackson Communications

www.amberjacksoncomms.com