



## Regional Relationship Manager – London

The Fundraising and Marketing Directorate raises over £15m, but we need to grow income significantly over the next five years to fund the life changing scientific breakthroughs in blood cancer research.

The Regional Relations Team will play a pivotal role in this income growth and the Regional Relationships Manager role will be responsible for significantly growing income across London.

Bloodwise can offer you flexible working and the advantage of working from home. This is a home-based role and you will be expected to travel across your regional area, therefore you must be able to drive and have access to a vehicle insured for business use.

You can apply for this opportunity by filling in our application form by **9am, Monday 6 May 2019**.

## ABOUT US

We are Bloodwise, and we want to change the world for all blood cancer patients. Every year we stop more people dying of blood cancer and our researchers are even working to stop people developing blood cancer in the first place.

We're the UK's specialist blood cancer charity and our vision is clear: we're here to beat blood cancer and we've been working to do this since 1960.

We fund world-class research; provide information and support to patients and their loved ones; and raise awareness of blood cancer. Since 1960 we have invested more than £500 million in blood cancer research in the UK. Where we've invested, survival rates and quality of life have improved.

We're proud to say that UK blood cancer research leads the world, thanks to the money we've been able to invest because of our supporters and fundraising. But we still have so much more to do: blood cancer is the 5<sup>th</sup> most common cancer and sadly it is the 3<sup>rd</sup> biggest cancer killer in the UK claiming more lives than either breast or prostate cancer.

We improve the lives of blood cancer patients with cancers such as leukaemia, lymphoma and myeloma because we believe everyone should be able to live their life to the full. We've been working to beat blood cancer for over 50 years and we won't stop until we do. Be a part of our story and help us change the world.

## JOB DESCRIPTION AND PERSON SPECIFICATION

|                      |   |                                |                                    |
|----------------------|---|--------------------------------|------------------------------------|
| <b>Role</b>          | Regional Relationships Manager-<br>London | <b>Location</b>                | Homebased – London<br>or Middlesex |
| <b>Contract Type</b> | Permanent                                 | <b>Contract Length</b>         | N/A                                |
| <b>Salary</b>        | From £30K (dependent on<br>experience)    | <b>Intended start<br/>date</b> | June 2019                          |

## CONTEXT

This is an exciting time to be joining Bloodwise. Our new CEO has already brought new energy, insight and ideas to the organisation and there is a real buzz as we look to the future building on all the great work that has gone before.

The Fundraising and Marketing Directorate raises over £15m, but we need to grow income significantly over the next five years to fund the life changing scientific breakthroughs in blood cancer research. The Regional Relationships & Supporter Relations Team will play a pivotal role in this income growth and the Regional Relationships Manager role will be responsible for significantly growing income across London.

This is a new role within a dynamic and energetic team which will work closely with the Lead Regional Relationships Manager to help implement a programme of change to galvanise the huge potential of our supporters in these areas and help us make the step change in income to drive the research discoveries which will save lives.

We offer a supportive working environment with lots of potential for learning and development.

## KEY RELATIONSHIPS

|                                  |   |
|----------------------------------|---|
| Reports to                       | Lead Regional Relationship Manager  |
| Line management responsibilities | N/A   |
| Key relationships                | <p><b>Internal contacts:</b> Fundraising &amp; Marketing department, Insight &amp; CRM, Research &amp; Policy Communications &amp; Information &amp; Patient Support Services</p> <p><b>External contacts:</b> Bloodwise's current Supporters, potential Supporters, Fundraising Volunteers and senior external audiences</p> |

## MAIN RESPONSIBILITIES

- To work with the Lead Regional Relationship Manager to devise and implement a Regional Relationships Strategy for the region and accompanying plans and budgets to deliver growing net income in line with wider Public Fundraising & Individual Giving Strategy.
- To lead on growing the number of Regional supporters and maximise all the ways they can help the charity by building positive and sustainable relationships with them across their region.
- To work collaboratively with colleagues in the Fundraising & Marketing Team and the wider organisation to help drive organisational development and deliver the strategy.

- To engage Regional supporters across region in helping build the Bloodwise brand and deliver key organisational messages.
- Contribute to future direction of the overall Volunteering Strategy at Bloodwise.
- Monitor and manage the region's budget within remit on a monthly, quarterly and annual basis, including proposing effective corrective action and activities when performance is not on track and developing business cases for investment when necessary.
- Build internal relationships at all levels to ensure the work of the Regional Relationships team is understood and actively supported by other teams and ensure that you work actively with other colleagues and wider organisational goals.
- Ensure that organisationally we are maximising our interactions most effectively for the greatest return.
- To maintain an expert knowledge of best practice and trends in Regional Relationships Fundraising including networking within the charity sector as appropriate.
- Representing Bloodwise with a range of senior external audiences supporting the delivery of Bloodwise's vision and ensuring that the charities profile and reputation are enhanced.
- To ensure all team activities within Regional Relationships within the region comply with charity fundraising law and regulations and adhere to Bloodwise's compliance standards.

## **General Responsibilities:**

- Carry out any other duties as appropriate, directed by the Lead Regional Relationships Manager

## **THINGS WE ALL DO**

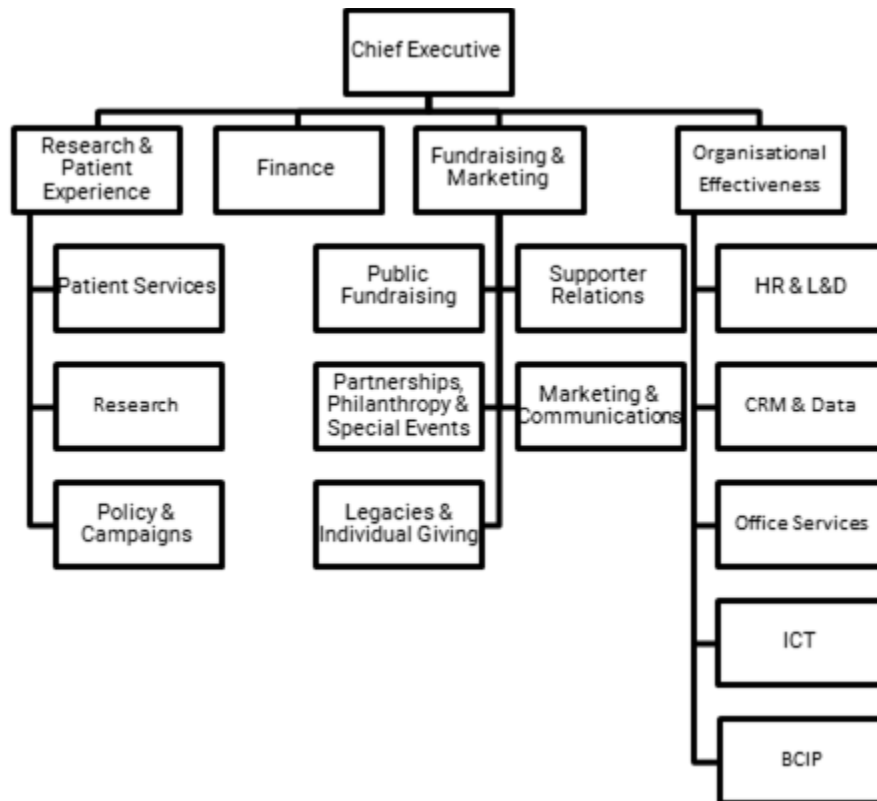
- Attend and assist at Bloodwise events and activities as required (NB this involves evening and weekend work)
- Be an effective ambassador for Bloodwise at any activity you attend
- Develop an in-depth understanding of our work
- Do any other reasonable things your manager needs you to do

## PERSON SPECIFICATION

| Skills knowledge and experience  |
|--|
| Essential  |
| Experience in one or more of the following: community/Regional fundraising, mass participation product fundraising; treks/marathons/challenge event management, Regional corporate fundraising, student engagement     |
| Experience of strategic planning and budget setting in the complex range of activities under Community/Regional and Events Fundraising, with a demonstrable track record of growing income                             |
| Experience of successfully developing and implementing supporter journeys to maximize net income, average gifts and repeat support   |
| Proactive working knowledge of relationship management databases   |
| Demonstrable experience of working with and presenting to supporters of all types (Chief Executives to event committees, individual runners etc.) to retain, grow and secure their long-term support                   |
| Experience of leading on delivering a variety of volunteering projects   |
| Experience of managing conflicts and the ability to influence and successfully negotiate solutions at all levels   |
| Knowledge and understanding of researching, developing and delivering customer journeys, ideally for volunteers  |
| Knowledge of best practice and equality in volunteer management practice   |
| Ability to analyse the performance and key trends of complex programmes and produce clear proposals for improvements and growth; and then effectively plan, implement and evaluate changes to deliver growth           |
| Ability to build, manage and develop supplier and supporter relationships up to board level  |
| Ability to take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines |
| Creative and entrepreneurial skills with an innovative approach to work demonstrating an eagerness to source new ideas and perspectives to initiate actions which improve results and add value                        |
| Holds full UK driving license - Car owner/driver   |
| Able to work frequent evenings and weekends as required by the Lead Regional Relationships Manager   |
| Comes up with imaginative solutions to business situations and have the capacity to identify alternatives to traditional methods and approaches.   |
| Ensures the successful achievement of results through the effective planning and management of resources, which are in line with the organisation's strategic direction.   |
| Works collaboratively and shares information within and across the department as well as wider organisation.   |
| Builds and maintains good working relationships with colleagues to foster team spirit, commitment to the team and achievement of shared goals.   |
| Excellent written and spoken English   |
| Excellent analytical and numeracy skills   |
| Proficient in use of Windows-based software packages, including Word, Excel, email and internet  |
| A commitment to equal opportunities and diversity and the aims and values of Bloodwise   |

## THE TEAM ORGANOGRAM

Now you have read about the role, to help you get a better feel of where it sits in Bloodwise here is a simplified organogram.



## SHORTLISTING AND INTERVIEWS

Bloodwise is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. All applications are subject to our shortlisting process; so if you're shortlisted we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process.

If you do not hear from us within 2 weeks after the closing date, your application has not been successful.

## FOR FURTHER INFORMATION ABOUT US

See our website <https://bloodwise.org.uk/>

## THE GOOD STUFF WORKING AT BLOODWISE

Apart from all the hard work we do, there are some really good benefits to working at Bloodwise:

|   |   |
|---|---|
| <p><b>Annual Leave</b><br/>Entitlement is 25 days per year rising to 26 days after 2 years' service then 27 after 4 years' service; we will usually close the office between Christmas and New Year which our trustees gift as an additional holiday.</p> | <p><b>Personal Development</b><br/>Development is really important to us and there are a variety of options available to staff at Bloodwise.</p>                              |
| <p><b>Time Off In Lieu</b><br/>We strongly encourage everyone to help with some activities outside of normal working hours. For this you can earn and claim TOIL.</p>   | <p><b>Interest free season ticket loan</b><br/>We pay for the ticket and you repay the money out of your monthly salary.</p>  |
| <p><b>Pension</b><br/>When you join us we'll automatically enrol you onto our pension scheme, which is run by Aegon. This can be increased through length of service.</p>   | <p><b>Agile and flexible working</b><br/>We value results and outcomes and support this with an agile working policy, which is complemented by a flexi/core hours policy.</p> |
| <p><b>Employee Assistance Programme</b><br/>Offers support information, expert advice and specialist counselling to help you prepare for life's predictable milestones.</p>   | <p><b>Ride2work scheme</b><br/>This allows you to obtain a new bike to use to ride to work. You can then repay it through your salary.</p>                                    |
| <p><b>Life Assurance</b><br/>Although we don't like to think about it, should something happen to you while working for Bloodwise we have life assurance for staff.</p>   | <p><b>Family leave</b><br/>We offer enhanced pay during maternity, paternity and shared parental leave.</p>   |

## OUR LOCATION

Our Head offices are located at [39-40 Eagle Street in Holborn, London WC1R 4TH](#); Holborn tube is the closest station, approximately 5 minutes from our offices.

