



**Solving
Kids'
Cancer
UK**

JOB PACK
**Individual Giving
& Appeals Manager**



We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive



Welcome

Dear Applicant

I'm delighted that you're interested in working for Solving Kids' Cancer UK. Included in this pack is some background information about the charity along with details of the job role.

Solving Kids' Cancer UK is a very special charity with a dedicated and passionate team – we are proud of our parent-led ethos, which means that we have parents with lived experience of neuroblastoma working at every level of our charity, from volunteer to employees and within our Board of Trustees. This means that the work of our charity is always informed by those who have first-hand experience of neuroblastoma and ensures we remain focussed on addressing the challenges faced by the people who need our support most.

The charity actively supports and prioritises the wellbeing of our team and a range of support is available including flexible working arrangements and access to training and personal development opportunities.

It is a truly exciting time to be joining us as we have been on a transformational journey in recent years, launching a new strategy in 2022 and a brand re-fresh in 2023. During the course of our current five-year strategy, Solving Kids' Cancer UK will remain neuroblastoma focused, but with flexibilities to operate more broadly in support of children with cancer. We are working with existing and new partners, having launched our most ambitious research funding award to-date with a focus on accelerating more effective treatments. We are aiming to reach all families of children diagnosed with neuroblastoma in the UK, providing a broader range of practical, emotional and financial support at any point of their journey. And we are continuing to advocate for children and their families affected by childhood cancer, launching our first public affairs strategy in 2023 to more boldly champion the needs of all children diagnosed with childhood cancer.

If you're excited about joining our team, and want to help us to achieve our vision where no child dies from the childhood cancer neuroblastoma or suffers due to the treatment they receive, please consider applying.

We look forward to hearing from you.

A handwritten signature in black ink, appearing to read "Gail Jackson", written in a cursive style.

Gail Jackson | Chief Executive Officer





About Solving Kids' Cancer UK

Solving Kids' Cancer UK is a small but mighty charity with children firmly at its heart. We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Neuroblastoma is a rare and complex childhood cancer, around 90% of neuroblastoma cases occur in children younger than five years of age. It is the most common cancer in infants. The work of Solving Kids' Cancer UK is parent informed and we develop our services in response to the needs of the community we work with.

Our organisation is passionate about speeding up pioneering clinical research that will save lives and improve outcomes for children. As a parent-led charity we are uniquely placed to use our influence and reputation alongside our accredited research funding framework to make a difference for children now and in the future.

Our Family Support Service provides emotional, practical and financial support, and impartial information on the latest treatments available and supports families to access their choice of treatment options for their child.

We are a voice for children and their families. In every conversation we amplify their voice and ensure children are at the heart of all we do. We will not stop until children with neuroblastoma, in the UK and beyond, have access to the treatment they need and we need the very best people to help deliver our vision.





**Solving
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Vision, mission and strategy

Vision

A future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.

Mission

Helping those affected by neuroblastoma, an often aggressive and deadly childhood cancer, by

- **Initiating and funding** best-in-class clinical research
- **Providing hope**, information, and support to families throughout their cancer journey
- **Raising awareness** of childhood cancer, advocating and campaigning for positive change.

Strategy

Our strategic plan 2022 - 2027 has been informed by our stakeholders and developed in line with our vision; ensuring we have a blueprint for our growth, sustainability and stability into the future. Our strategy is driven by three key pillars: **Research, Support and Awareness**.

STRATEGIC PLAN 2022-2027



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Our strategy

To underpin the delivery of our five-year strategy, our work will be guided by an internal implementation plan centred around three key enablers and a clear focus on our vision and values.

Sustainable

We will ensure our charity remains financially robust to deliver against our strategic objectives, securing the funds required.

Good governance

We will continue to build a strong culture of compliance, transparency and continuous improvement at all levels of the organisation.

Impact

We will measure and showcase the impact of our work and demonstrate return on investment to our supporters.

Our work is driven by three key pillars

Research

Accelerate clinical trial development

We will focus on the development of new treatments by investing in clinical research and working with valued partners for maximum impact.

Prioritise the needs of children

We will engage with families to identify areas of unmet need, challenging experts to find solutions and work together to deliver maximum impact through the research we fund.

Foster collaboration

We will build and strengthen international partnerships to share expertise, best practice and resource, whilst building knowledge.

Support

Reach ALL families

Every family of a child diagnosed with neuroblastoma in the UK will have access to our support service from the point of diagnosis.

Broaden range of support

We will develop and expand our support offer in line with what families tell us they need.

Inform and support decision making

We will ensure families have access to the most current and scientifically robust data from around the world and support their decision to access the best treatment possible.

Awareness

Research advocacy

We will amplify the voice of the children and parents, seeking to advance science and understanding of the disease alongside patient-centric research.

Patient advocacy

We will champion the needs of individual children and their families, providing parent-led support around decision-making to improve treatment outcomes.

Awareness and campaigning

We will raise the profile and support the treatment needs of children with neuroblastoma and other childhood cancers with the general public, government and public bodies.

Our values

**Caring
Transparent
Collaborative
Inclusive
Determined
Hopeful**



**Solving
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Values



Transparent

We are open and honest about all that we do and how we do it.



Caring

We care passionately about children with neuroblastoma and their families and all those who care for them, including our staff, volunteers and supporters.



Collaborative

Relationships are at the heart of our work – from the children and families we work with to the individuals, organisations and networks that are involved in their care.



Inclusive

Our services are developed to ensure they meet need and we aim to make them accessible to all.



Determined

We lead with tenacity and are unfaltering in our drive to help, support and fight for children with cancer.



Hopeful

We have a strong sense of optimism and hope is at the heart of all that we do.





Staff, Trustee and Development Board structure

Board of Trustees

Nick Bird **Chair**
David Coulon **Treasurer**
Matt White
Aine McCarthy
Alex Lane

Joey Tabone
Carl Cavers
Stewart Leaver
Ioannis Topsakalidis

Development Board

Carl Cavers **Chair & Trustee**
Abigail Solieri
Garrett Fitzgerald
Padmesh Thuraisingham
Cassie Leaver
Marina Nikoloska
Patrick Harney

Chief Executive

Chief Executive Officer
Gail Jackson

Executive Assistant
Georgina Clark

Chief Nurse
Helen Pearson

Finance

Director of Strategic Finance
Gemma Wadsley

Senior Finance Manager
Sue McGregor-Ogden

Finance Officer
Ed Fordham

Finance Assistant
Val Wood-Brignall

Operations

Head of Operations
Claire Hislop

Database Manager
Nicholas Leverton

Family Support

Head of Family Support Services
Vicky Inglis

Family Support Coordinator
Hayley Blackwell

Family Support Coordinator
Samantha Wilkinson

Family Support Advocate
Donna Ludwinski

Research and Awareness

Head of Research
Leona Knox

Research Manager
Leah Ambler
(maternity leave from Oct 2024)

Research Manager
Stephanie Restivo
(maternity cover)

Public Affairs & Advocacy Lead
Emily Hall

Fundraising and Engagement

Head of Fundraising and Engagement
Danielle Russell

Senior Mass Fundraising Lead
Vacant

Senior Philanthropy and Partnerships Lead
Vacant

Communications and Campaigns Manager
Laura Barker

Community and Challenge Events Fundraising Manager
Sophie Anderson

Individual Giving and Appeals Manager
Vacant

Fundraising Assistant
Vacant

Key role information

Job title	Individual Giving & Appeals Manager
Location	Home based within England with regular travel to London and elsewhere in the UK as required by the role
Hours	Full-time, 35 hours / week
Salary	Circa £35,000 (FTE per annum), commensurate with experience
Contract type	Permanent
Probation period	6 months
DBS check	Basic
Department	Fundraising & Engagement Team
Responsible to	Senior Mass Fundraising Lead
Responsible for	N/A

What we offer

- Home-based and informal flexible working
- 5% employer pension scheme contribution
- 32 days holiday inclusive of bank holidays with opportunity to buy additional leave
- Access to 24/7 confidential helplines for counselling and legal and tax advice
- Wellbeing check-ins with manager and optional Wellbeing Action Plan
- Regular staff survey for the opportunity to feedback experiences and make suggestions
- Regular opportunities to meet in person as departments and the full team
- Training opportunities – we care about our staff and volunteers and encourage opportunities for professional development
- A child-centred charity with a passionate and dedicated team



Role description

Job purpose summary

The purpose of this role is to play a key part in supporting the development and managing the delivery of Solving Kids' Cancer UK's individual giving, legacy, in memory, and Named Fund programmes to secure income for the charity, as well as supporting family-led campaigns.

Working in close collaboration with the Senior Mass Fundraising Lead, the Individual Giving and Appeals Manager will oversee and deliver multi-channel individual giving campaigns, ensuring compelling appeals, effective donor journeys, and data-driven insights are used to increase donor acquisition, retention, and engagement. The post holder will manage legacy and in-memory fundraising, nurturing supporters and building a strong legacy pipeline and an impactful Named Funds programme.

Through strategic stewardship, campaign management, and close collaboration with the Family Support and wider Fundraising team, this role will build lasting supporter loyalty, maximise income potential, and deepen donor relationships.

Individual Giving

- Help plan and manage the delivery of Individual Giving and multi-channelled fundraising appeals/campaigns (direct mail, email, digital platforms etc).
- Project manage all aspects of the campaign/appeals process, including, but not limited to briefing designers, writing copy, data selections, proofing artwork, managing print production and mailing houses, response mechanisms, thanking and post-campaign analysis.
- With input from the Senior Mass Fundraising Lead and Communications and Campaigns Manager, implement and embed donor journeys and stewardship strategies to thank donors, aid retention and maintain the loyalty of regular donors.
- Lead a test-to-learn approach and implement changes based on a data-driven insight.
- Work with families to support case studies and storytelling within campaigns, appeals and impact stories.

Legacies

- Work with the Senior Mass Fundraising Lead to create and implement a legacy giving plan that will acquire new legacy supporters and maximise legacy income.
- Create robust supporter journeys that maximise engagement, increase levels of enquiries and pledgers from a range of audience segments.
- Manage legacy acquisition and retention campaigns.
- Ensure the wider charity team understands legacy giving and is empowered to promote gifts in wills.

Continued...

- Manage legacy administration processes with support from other teams.
- Ensure the notification of legacy gifts are dealt with efficiently and in a timely manner.
- Implement excellent stewardship to legacy pledgers to foster lasting loyalty, and motivate continued engagement.
- Proactively monitor new trends and opportunities in legacy giving across the sector.

In-memory fundraising

- Manage the Always Remembering pages and other relevant in-memory and ways of remembering those who have passed, alongside relationships with the families.
- Help plan and manage the delivery of the in-memory fundraising programme and be the first point of contact for all in-memory matters.
- Convert one-off fundraisers into repeat fundraisers and/or support into other income streams maximising the lifetime value of a supporter.
- Implement excellent stewardship to foster lasting loyalty, and motivate continued engagement and fundraising.

Named Funds

- Manage and promote the Named Funds programme, helping to develop it as a main source of income generation for the charity.
- Provide support to current and new Named Funds and contributors/supporters providing excellent supporter care and maximise income.
- Create robust supporter journeys for Named Funds supporters.
- Implement excellent stewardship to foster lasting loyalty, and motivate continued engagement.
- Proactively monitor new trends and opportunities in Named Fund fundraising across the sector.

Family campaigns

- Collaborate closely with families to launch and manage fundraising campaigns, drafting web content, setting up web and third-party/fundraising pages, and producing publication materials. Ensure funds are raised in full and within the charity's target deadlines by helping families develop and execute effective fundraising plans.
- Provide administrative support for family fundraising efforts, working with both the Family Support Team and the Fundraising & Engagement Team to deliver a seamless, high-quality experience for families and fundraisers.
- Partner with the Family Support Team to ensure family fundraisers receive exceptional stewardship, fostering strong, lasting relationships.

Continued...

- Collaborate with the Senior Mass Fundraising Lead and Communications and Campaigns Manager to create robust supporter journeys for family campaign supporters, encouraging long-term loyalty, ongoing engagement with the charity and future support.

General duties and responsibilities

- Work as an effective, supportive and proactive member of the wider Fundraising & Engagement Team in support of overall fundraising activities, events and objectives.
- Create and give presentations to potential supporters, corporates and donors to raise awareness of the charity's work, mission and case for support, and encourage active engagement.
- Monitor and evaluate the activities and produce accurate reports and data, demonstrating performance against agreed targets, return on investment, and continually identifying areas for improvement.
- Work with the Database Manager to utilise the CRM to its full potential, maintain up-to-date records, and analyse data to gain insight and inform decision-making.
- Produce comprehensive, evidence-based and strategic data briefs and reports.
- Manage, monitor, and work within allocated budgets and ensure return on investment.
- Remain up-to-date with current best practices, innovations, and trends in fundraising.
- Champion change and new ways of working and actively seek out good ideas to develop philanthropic giving.
- Abide by charity law, due diligence processes, Fundraising Code of Practice, Data Protection legislations and other relevant regulations.
- Act as an ambassador for the charity and Fundraising & Engagement Team.
- Complete any other reasonable duties and responsibilities as requested, commensurate with this role.
- Due to the nature of the role, you will sometimes be asked to work outside of office hours on evenings and weekends and undertake national travel. Time off in lieu is provided.



Role specification

Experience/Knowledge/Skills/Attributes	Essential	Desired	Method of Assessment
Demonstrable experience working in individual giving and/or legacy/in-memory fundraising	✓		Application Form/ Interview
Proven experience developing compelling propositions that drive results and generate income/supporter acquisition	✓		Application Form/ Interview
A proven record of being results-driven and working to and achieving agreed fundraising targets and outcomes	✓		Application Form/ Interview
Experience of developing and delivering individual giving plans and/or legacy/in-memory fundraising plans	✓		Application Form/ Interview
Excellent verbal and written communication skills, including fundraising copywriting skills	✓		Application Form/ Interview
Good planning and organisational skills with the ability to manage multiple activities with conflicting demands and meet deadlines	✓		Application Form/ Interview
Ability to motivate and influence others	✓		Application Form/ Interview
Experience of supporter/donor stewardship activities	✓		Application Form/ Interview
Good interpersonal skills with the ability to network and build relationships	✓		Application Form/ Interview
Self-motivation and resilience with the ability to work on own initiative or as part of a team	✓		Application Form/ Interview
Experience of using databases/CRMs for fundraising activities	✓		Application Form/ Interview
Experience managing/overseeing a budget	✓		Application Form/ Interview
IT literate with knowledge of Microsoft packages	✓		Application Form
Knowledge of the Fundraising Code of Practice and Data Protection legislation (GDPR, PECR etc)	✓		Application Form/ Interview
Knowledge and/or lived experience of childhood cancer		✓	Application Form



How to apply

If you would like to apply for the Individual Giving & Appeals Manager role, please complete and submit an **Application Form** highlighting your suitability for the position in the Supporting Statement. You can access our HR Privacy Notice **here**.

Please send your **Application Form** to **claire@solvingkidscancer.org.uk**

We also invite you to complete and return an anonymous **Diversity Monitoring Form**, which is an online form accessible **here**. The information contained in the questionnaire will be treated as confidential and will be used to monitor and drive our work towards our diversity and inclusion commitments.

If you would like an informal conversation with Danielle Russell, Head of Fundraising & Engagement, before applying, contact Danielle via **danielle.russell@solvingkidscancer.org.uk**

If there are any adjustments that would help you to engage with the recruitment process, please let us know.

Recruitment timetable

We aim to keep to the timetable outlined below.

Applications open: Wednesday 9 April

Applications close: Wednesday 7 May 11:59pm

Shortlisting: Thursday 8 and Friday 9 May

Interviews: 19 May (London office)

Shortlisted candidates will be invited to an interview. The panel will comprise Danielle Russell, Head of Fundraising & Engagement and Gail Jackson, Chief Executive.

Candidates successful at the first interview, may be invited to attend a second interview.





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We are an equal opportunity employer

We welcome and invite applications from all suitably qualified candidates, regardless of age, disability, gender or gender reassignment, marriage/civil partnership, pregnancy, maternity, race, religion or belief, sex or sexual orientation. We invite applicants to let us know how we can help them better engage with the recruitment process.

We are a safeguarding charity

Our work and practice are underpinned by safeguarding principles with the aim of protecting children and young people and enhancing their welfare. Solving Kids' Cancer UK always works in accordance with legislation, statutory guidance and best safeguarding practices. A basic criminal record check is required for all staff, trustees and volunteers.

We are a parent-led charity

Solving Kids' Cancer UK is a parent-led charity and actively encourages applications from the parent community with lived experience of neuroblastoma and/or other childhood cancers.



[solvingkidscancer.org.uk](https://www.solvingkidscancer.org.uk)



Solving Kids' Cancer UK



SolvingKidsCancer365



skc365



SKC_UK



skcuk.bsky.social

Solving Kids' Cancer UK is a registered charity in England and Wales (1135601), and in Scotland (SC045094).