



World Cancer
Research Fund

Donor Development Fundraiser

CANDIDATE INFORMATION PACK

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For more information please visit our website www.wcrf-uk.org

To apply please email a **cover letter and CV in English** to hr@wcrf.org

In your cover letter, you should provide **one** or **two** specific examples of past achievements that demonstrate how you meet each listed criterion on the Person Specification.

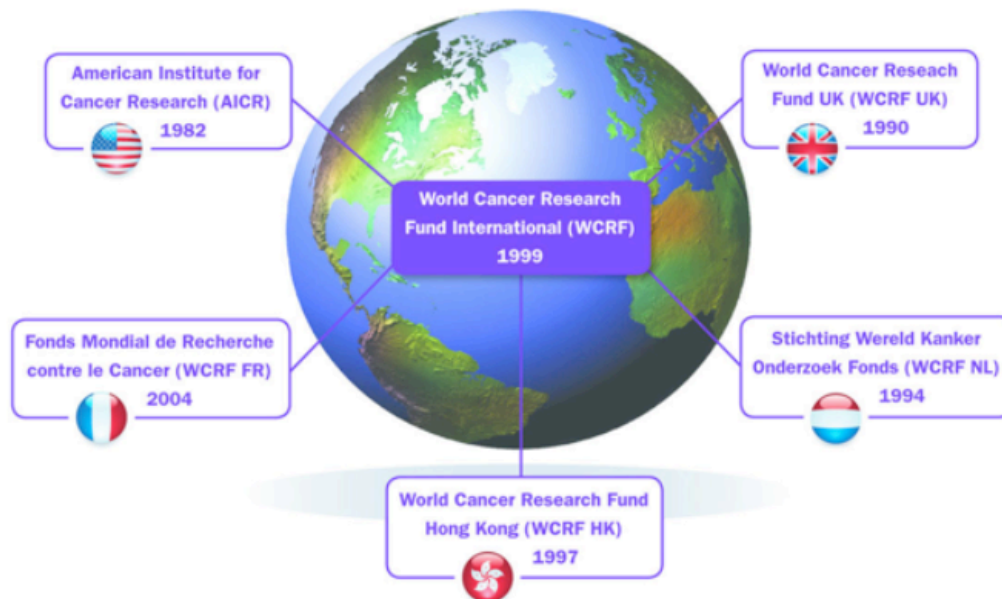
If you do not hear from us within 14 days of the closing date, please assume your application has been unsuccessful on this occasion. Please note that we only provide feedback to shortlisted candidates.

BACKGROUND INFORMATION

The post you are applying for is within WCRF UK

World Cancer Research Fund (WCRF UK) is part of a global network of charities that are dedicated to cancer prevention.

The WCRF global network is an international alliance of organisations dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises World Cancer Research Fund International (WCRF International), an umbrella association based in the UK, and its member organisations - national charities based in different countries. Current members of our network operate in the United States of America, the United Kingdom, the Netherlands, France and Hong Kong.



In November 2007, the WCRF global network published a second landmark report, "Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective", which is the most comprehensive report ever produced on the links between lifestyle and cancer risk.

Publication of our Expert Report was one of the biggest health stories in recent years, being mentioned 60 times in the national press, including the front page of The Times and on the BBC website.

<http://www.timesonline.co.uk/tol/news/uk/health/article2779937.ece>
<http://news.bbc.co.uk/1/hi/health/7069914.stm>

"A landmark in our understanding of diet and cancer." New Scientist on our Expert Report.

The WCRF global network's Expert Report, our Policy Report (published February 2009), along with our Continuous Update Project, ensures that our health advice on reducing cancer risk is widely recognised as the most authoritative in the world.

Expert Report: http://www.wcrf-uk.org/research/cp_report.php

Policy Report: http://www.wcrf-uk.org/research/cp_policy_report.php

Continuous Update Project:

http://www.wcrf-uk.org/research/continuous_update_project.php

We prevent cancer by:

- Funding scientific research: we award funding grants to universities and research centres across the UK and overseas that help further our understanding of the links between cancer risk and diet, physical activity and body fatness,
- Interpreting research: we take all the available scientific evidence and put it into context for the public.
- Education programmes: we give people the information they need to make informed choices about reducing cancer risk.

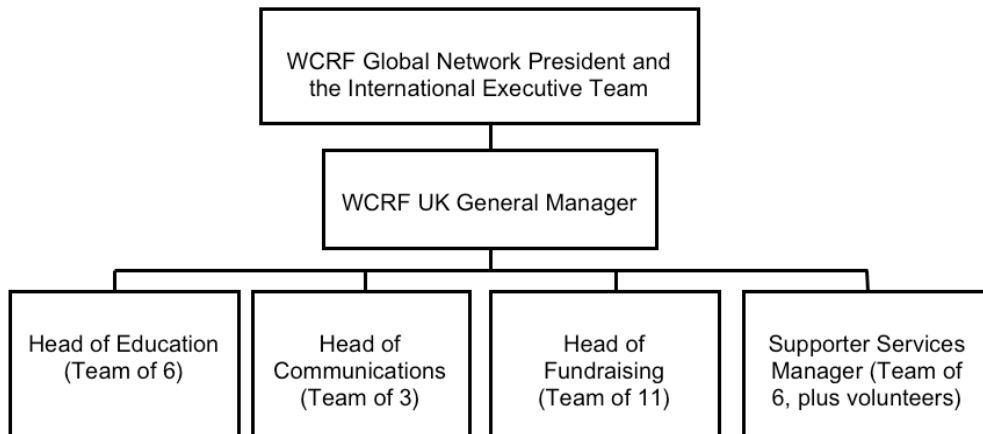
Over the last three years WCRF UK and the WCRF global network have funded more research grants than ever before and we have delivered large increases in public awareness of cancer risk factors, such as alcohol, obesity and red meat.

More about World Cancer Research Fund (WCRF UK)

WCRF UK is registered with the Charity Commission in England and Wales (Registered Charity No. 1000739) and is also a member of the Fundraising Standards Board, signifying a high commitment to ensuring that fundraising practices are open, fair, honest and legal. WCRF UK also adheres to the Institute of Fundraising's Codes of Practice.



WCRF UK has the following divisions: Education, Communications, Fundraising and Supporter Services. Further divisions are part of WCRF International (which shares the office space in London with WCRF UK), these are: Science & Communications and Operations.



The position you are applying for is within WCRF UK's Fundraising Department

Education

The main objective of the department is to translate scientific evidence on food and lifestyle into positive, motivating and practical messages for reducing the risk of cancer and to communicate these messages through various channels to our supporters, the general public, health professionals, children and other specific audiences.

Visit http://www.wcrf-uk.org/cancer_prevention/index.php to find out more.

Communications

The award-winning department is responsible for raising WCRF UK's profile across the country. Each year we secure articles in national newspapers about WCRF UK's cancer prevention messages, as well as hundreds more on television, radio, magazines and the

regional and local press.

Visit <http://www.wcrf-uk.org/audience/media/index.php> to find out more.

Fundraising

WCRF UK's fundraising programmes include direct mail, committed giving, legacies, Gift Aid, corporate partnerships, outdoor and community events, unique campaigns such as Fruity Friday and Beat the Banana, trust and statutory fundraising, and major donors.

Visit <http://www.wcrf-uk.org/fundraising/index.php> to find out more.

Supporter Services

This team primarily supports fundraising activities by developing relationships with our charity's donors and potential supporters. The team also answers queries from the general public and provides essential support to other departments within the London office.

Visit http://www.wcrf-uk.org/about_us/supporter_stories/index.php to read about our supporters.

WCRF International divisions:

Science and Communications

WCRF International coordinates the science and research programmes for all the WCRF entities. As a network we have invested more than £64million into scientific research into cancer prevention. WCRF International also co-ordinates and supports the national WCRF entities' education, communications and web activities.

Operations

This division is responsible for Human Resources, IT support, building management and security, facilities and mailroom, as well as finances.

Visit <http://www.wcrf.org/index.php> to find out more about WCRF International.

WORLD CANCER RESEARCH FUND (WCRF UK)

JOB DESCRIPTION

Job title:	Donor Development Fundraiser
Reporting to:	Senior Data and Fundraising Manager
Division:	Fundraising
Location:	WCRF UK, 22 Bedford Square, London WC1B 3HH
Hours:	37.5hrs/week – full time
Duration:	Permanent
Salary:	£21,000 - £24,000 per annum, plus benefits

Purpose of Post

The post holder will be responsible for supporting the management, co-ordination and implementation of direct marketing and telemarketing programmes, working within budgets and to maximise income targets.

The post holder reports directly to the Senior Data and Fundraising Manager and works closely with the Head of Fundraising, as well as other fundraising colleagues when required to support WCRF UK's fundraising programmes.

Main Duties and Responsibilities

Committed Giving

- As directed by the Senior Data and Fundraising Manager, co-ordinate core activities related to WCRF UK's Committed Giving programme: work with telemarketing agency to prepare campaign briefs and calling scripts, monitor and review reports on a weekly basis and complete general administration.
- Be in regular contact with the telemarketing agency to analyse results and review performance, taking action where required.
- Prepare and conduct training with the telemarketing agency callers on the work of WCRF UK prior to the start of new campaigns and then again periodically throughout long campaigns.
- Working with the Senior Data and Fundraising Manager, ensure that all Committed Giving income is reconciled on a monthly basis.
- Work with the Senior Data and Fundraising Manager to ensure data is selected and sent to the telemarketing agency in the correct format. Once calling is complete, ensure the transfer of data back to WCRF UK/CAF is done in a timely manner, with donors flagged according to current policies and procedures. Ensure all other relevant data procedures are carried out.
- Support WCRF UK's working relationship with CAF, ensure that direct debits are processed efficiently and reports are produced effective to needs.

Direct Mail

- Under direction of the Head of Fundraising and Senior Data and Fundraising Manager, be a key liaison point with WCRF UK's direct mail agency in relation to approval of packs, timelines and schedules.
- Responsible for WCRF UK's review process for mailing appeal packs: sending artwork for existing and new packs to appropriate colleagues for review, collating comments and liaising with the agency to ensure that all packs are produced as approved by WCRF UK.
- Actively contribute to the development of new mail pack concepts (including lift notes), by competitively monitoring other charity direct mail, and review WCRF UK direct mail to ensure messages are delivered accurately and appropriately.
- Maintain WCRF UK's Direct Mail filing and reference system of previous WCRF UK Direct Mail packs.

Major Donors

- Work with the Head of Fundraising and the Senior Fundraising Managers to support Major Donor development using Direct Mail techniques, including the coordination of Major Donor mailings and telephone communications.

General

- Work within budget constraints for all areas of responsibility and meet financial targets.
- Actively contribute to the continued development and ongoing review of the Fundraising Strategic Plan.
- Work constructively with colleagues to achieve fundraising and charitable objectives, and comply with WCRF UK policies and procedures.
- Under direction of the Head of Fundraising, assist with the development, review and production of fundraising marketing materials.
- Ensure all actions undertaken comply with the Data Protection Act.
- Adhere to the IoF code of practice and Charities Act and other associated legislation and policy and to keep knowledge of legislation and best practice up to date.
- Participate and make positive contributions at monthly fundraising and financial review meetings and bi-annual and creative review meetings.
- Assist with PR activities, relating to areas involved in – to ensure that supporters receive appropriate levels of publicity.
- Keep abreast of developments in fundraising and the activities of other charitable organisations, identify market gaps and new opportunities.
- To take on new projects within the area as WCRF UK grows and develops and to be flexible in approach to work.
- Represent the charity as and when required and promote the work and programmes of WCRF UK.

PERSON SPECIFICATION

The person specification describes specifically the traits, skills and experience that are needed for the job. All criteria in the Person Specification are 'essential'.

Relevant Experience

- Some relevant experience of Committed Giving, Direct Mail and Donor Development programmes including administration
- Experience of copy-writing mailing appeal letters, telemarketing scripts and reports
- Experience of project planning and/or co-ordination preferably gained within a fundraising environment

Specific Skills & Knowledge

- Research and reporting skills
- Ability to use Excel, Word and PowerPoint to an intermediate level
- Working knowledge of relevant charity law, fundraising regulations and good practice

Personal Competencies

- Ability to organise self, prioritise varied workloads, plan effectively and work to tight deadlines
- Ability to achieve a high output, whilst maintaining a high level of quality and demonstrate patience and perseverance when faced with setbacks and problems
- Ability to communicate effectively, both verbally and in writing, presenting information using a variety of approaches to a diverse range of people, to achieve a positive impact and understanding
- Ability to manage Donor information using electronic (e.g. databases) and paper systems, ensuring accuracy and attention to detail
- Ability to actively support colleagues and build good working relationships at all levels
- Ability to creatively promote and engage the work of WCRF to prospect supporters
- An interest in and commitment to healthy living, health promotion and health-related organisations and nutrition

TERMS AND CONDITIONS:

This is a full time role and the salary for this post is up to £21,000 - £24,000 per annum depending on experience, plus benefits.

SALARIES

WCRF UK pays salaries into bank accounts twice a month. An advance of approx 50% of a monthly net is credited into the employee bank account on the 15th of each month and the remaining amount is paid at the end of each month. New joiners' first pay is always at the end of a month.

FLEXITIME SCHEME

A flexi time scheme is in operation across the organisation. The daily requirement is to work 7.5 hours plus from 30 minutes to 1 hour and 30 minutes for lunch. WCRF UK's core business hours from Monday to Thursday are between 10.00am - 5.00pm with flexi time periods between 8.30am – 10.00am and 5.00pm - 7.00pm. WCRF International's core business hours on Fridays are between 10.00am - 4.30pm with flexi time periods between 8.30am – 10.00am and 4.30pm – 7.00pm.

ANNUAL LEAVE

The WCRF UK's holiday (annual leave) year runs from 1st October to 30th September. Annual entitlement for full-time staff is in relation to length of service:

Less than 1 year of continuous service at the beginning of a holiday year: 25 days
1 year or more of continuous service at the beginning of a holiday year: 26 days
3 years or more of continuous service at the beginning of a holiday year: 28 days
5 years or more of continuous service at the beginning of a holiday year: 30 days

SICK LEAVE

For full-time staff, WCRF UK allows up to 12 days sick leave in any year without deducting pay. This allowance is accrued at the rate of 1 day per month.

PENSION PLAN

We have a voluntary contributory pension scheme. Members of the scheme contribute a min of 3% up to max of 5% of their salary. Contributions are deducted from salaries. The organisation matches a maximum of 5% (and offers a discretionary top up payment of up to 4% depending on the financial position of the organisation). You are eligible to join the scheme after successful completion of the probationary period.

PRIVATE HEALTHCARE

We offer private healthcare for employees, which gives all employees access to private healthcare (hospital and outpatient care) by referral from NHS. You are eligible to join the scheme after successful completion of the probationary period.

DENTAL COVER SCHEME

We offer all employees a contribution to their dental expenses by allowing employees to opt in to a dental cover scheme. You are eligible to join the scheme after successful completion of the probationary period.

LIFE ASSURANCE AND INCOME PROTECTION

We cover all employees from their 1st day of employment and provide cover, which is equal to 4 x the individual's salary on death while employed along side critical illness cover.

PERMANENT HEALTH INSURANCE (PHI) SCHEME

All permanent members of staff, up to the age of 65, whose normal hours of work are

at least 15 per week, are covered by the organisation's Permanent Health Insurance (PHI) Scheme, at no cost to employees.

PHI is intended to provide income protection in the event of long-term illness or disability. The scheme provides an income replacement of up to 50% of the basic annual salary after a waiting period of 26 weeks, starting from the date a disability commences.

SEASON TICKET LOAN SCHEME

Employees can take advantage of an interest free loan for a purchase of an annual travel ticket. The loan is repaid via equal deductions from the employee's salary over a 12-month period. You are eligible to join this benefit after successful completion of the probationary period.

DEVELOPMENT OPPORTUNITIES

WCRF has an annual appraisal process in place during which individual development needs are discussed and training needs identified.

PROBATIONARY PERIOD AND NOTICE PERIOD

The post-holder is subject to a 3-month probation period during which 1 week's notice on either part will apply. Following successful completion of the probationary period the post-holder will be on 1 month's notice period.

December 2011

HOW TO APPLY – THE RECRUITMENT PROCESS

Timetable

Closing date for applications: Monday 6th January 2012
First interviews: w/c 9th January 2012
Second interviews: w/c 16th January 2012

To apply

If you would like to apply for this role please send your:

- 1) CV
- 2) Cover letter, providing **one** or **two** specific examples of past achievements that demonstrate how you meet each listed criterion on the Person Specification
- 3) Equal Opportunities Monitoring Form

by e-mail or post to:

Human Resources
E-mail: hr@wcrf.org
Address: WCRF UK, 22 Bedford Square, London WC1B 3HH
Phone: 020 7343 4200

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EQUAL OPPORTUNITY MONITORING FORM

Equal Opportunity Monitoring

World Cancer Research Fund (WCRF UK) is committed to equal opportunities for all. Please help us monitor the effectiveness of our Equal Opportunity Policy by completing and returning this form. This will be separated from your application prior to assessment and used solely for statistical purposes.

Post applied for: _____

Please tick the appropriate boxes below:

Gender: Male Female

Disability:

WCRF UK welcomes applications from people with disabilities. The Disability Discrimination Act 1995 describes a disability *as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities*. Having read this definition, do you consider yourself to have a disability?

Yes No

Ethnic group:

The categories indicated below are those recommended for use by the Commission for Racial Equality. How would you best describe your ethnic origin?

Bangladeshi	<input type="checkbox"/>	Indian	<input type="checkbox"/>
Black – African	<input type="checkbox"/>	Irish	<input type="checkbox"/>
Black – Caribbean	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Black – Other (please specify)	<input type="checkbox"/>	White	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>

Nationality:

UK
Other (Please specify): _____

Thank you for answering these questions.