



Job Description: Public Fundraising lead

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Welcome

I am delighted to be recruiting for a Public Fundraising Lead to join our team at Rays of Sunshine.

As the Chief of Staff & Director of Fundraising and Communications, I have the pleasure of leading an ambitious team, who are inspired every day to brighten the lives of seriously and terminally ill children across the UK.

You will be joining a team full of positivity, energy and drive to succeed and we need someone who will be a part of our success, helping to achieve our new vision for the charity to ensure we can create lasting memories for all children and young people with a life limiting illness.

A parent never imagines their child will be diagnosed with a life limiting or life threatening illness but when the unimaginable happens, Rays of Sunshine is there to brighten their lives by granting wishes, and providing ongoing support in hospitals and the community.

This is a new role to lead our Public Fundraising Team, responsible for developing and implementing a Public Fundraising Strategy, creating a pipeline of support across Individual Giving, In Memory, Legacies, Community and Challenge Events.

We are open to candidates with experience in one or more of these areas but you must have experience of developing and delivering a successful Individual Giving programme of activities, or success in a Marketing role with demonstrable transferable skills and a desire to work in fundraising.

You will lead on introducing a range of new appeals, campaigns and products, as well as maximise opportunities using data insights and stewardship.

You will lead on the successful delivery of an annual integrated Christmas Appeal and previously successful Charity Xtra campaign, and well as building a new portfolio of successful public fundraising activities to support our ambition to diversify and grow sustainable income.

Reporting to myself, you will get the opportunity to develop your skills and experience whilst using your own skills and experience to help shape the future. This is an exciting time to be joining the charity to be a part of our success, making a step change in our fundraising activity.

You will be valued and rewarded, joining a vibrant and fun working culture, and you will get to see the positive impact on the lives of children, young people and their families first hand.

If you're interested in being a part of our success, we'd love to hear from you. Do get in touch for a chat or an informal meeting.



I look forward to hearing from you.

Amy Chambers
Chief of Staff & Director of Fundraising and Communications

About Rays of Sunshine

Rays of Sunshine brightens the lives of seriously ill children aged three to 18 across the UK by granting magical wishes and providing ongoing support within the community. Our work creates a positive distraction, reduces isolation, improves self-esteem and creates precious memories and smiles.

Wishes - The wishes we grant are as unique as the children themselves and whether a child wants to be a fireman, meet a real-life mermaid or even the Loch Ness Monster, we work hard to make that wish come true.

Wish Community - From the moment a wish is granted, children and their families become part of our Wish Community, and are invited to join in any of the events which take place throughout the year – across the UK.

We offer a 'relaxed', fully accessible environment during our events so children and young people can feel free to be themselves whilst not being overwhelmed, and share valuable time with others in a setting which aims to boost their confidence.

Our events help to bring wish families together, provide an opportunity to meet others who have faced similar experiences, and most importantly, have fun!

Sunshine in Hospitals - Our team delivers sunshine to children up and down the country currently receiving treatment in hospitals and hospices. From our activity days to our sensory bags, we aim to reach children and their families when they need it the most.

Our projects help to reduce anxiety, loneliness and isolation in the hospital and hospice environment for seriously ill children and their families.

Job Specification

Job Title: Public Fundraising Lead

Salary: £40,000 to £45,000 FTE

Hours: 37.5 hours per week (part time considered paid pro-rotta)

Working pattern: Flexible working hours, with home and office working

Location: Finchley, N3 (nearest station Finchley Central) / Home Working

Reports to: Chief of Staff & Director of Fundraising and Communications

Direct reports: Community and Challenge Events Manager, Interns and Volunteers

Key Responsibilities

Leadership and Strategy

1. To create and implement a new Public Fundraising Strategy, Marketing Plans and supporting Operational Plans and KPI's.
2. You will provide leadership to the Community and Challenge Events Manager, Interns and Volunteers.
3. Develop and grow income across Individual Giving, In Life/Memory, Legacies, Community and Challenge Events, and look at ways to introduce and cross sell products and activities.

Individual Giving

4. Develop new Individual programme of appeals, campaigns and products which will achieve 5 and 6 figure income results, and support with appropriate marketing schedules and communications to deliver results.
5. Research, propose and introduce new prize giving and lottery fundraising products to secure new sources of sustainable income and increase repeat giving, growing the number of regular donations.
6. Lead on a testing, analysis and insights approach to our programme, to learn and evolve the charities IG programme.
7. Implement an individual giving lapsed and recapture programme.

Legacies

8. Work with the Chief of Staff & Director of Fundraising and Communications to develop a 5 year legacy strategy and supporting annual marketing plans to promote legacy giving.
9. Development of a Legacy marketing and communication tools to raise awareness of the importance of legacy giving to protect the future of our work.
10. To introduce and promote a Gifts in Wills week or month, and Online Wills website,

to facilitate supporters and Wish Families to leave a gift in their Will.

11. To raise awareness and increase the number of enquirers, pledges and gifts.

Wish Family Engagement and In Memory/Celebration Giving

12. Lead on developing a strategy that introduces Wish Families to fundraising in a sensitive and appropriate way, creating tailored communications.
13. Inspire Wish Families to support the work of the charity, promoting appeals, regular giving, legacies, raffle and/or lottery products.
14. Grow In Life and Memory Giving with the successful introduction of Online Tributes, and create in celebration and in memory giving activities and products.

Community and Challenge Events

15. Support the Community and Challenge Events Manager to increase awareness, participation and grow income successfully against targets.
16. Lead on developing and introducing new community and event activities, that will raise new sources of income with a specific focus on virtual and gaming products.

Stewardship and Retention

17. Research, plan and implement a stewardship and retention strategy to reduce attrition, increase repeat gifts and a supporters life time value.
18. Maximise opportunities from Community and Challenge Events to feed the IG pipeline of new prospects and donors.
19. Create case for support for donor proposals and stewardship reports, which are engaging and impactful to motivate donors to give, and to continue their support of the charity for years to come.
20. Support the Community and Challenge Events Manager to implement donor journeys.

Database

21. Providing actionable insights to optimise fundraising performance, developing data-driven campaigns, improving donor acquisition and retention, through robust reporting and segmentation strategies.

Key Relationships

22. Work with the Services Team to build trust and confidence, to create and promote ways in which Wish Families can support the charity in a sensitive and appropriate

way.

23. Work with Senior Communications Manager to develop impact case studies for use in your appeals.
24. Develop strong relationships throughout the charity to help create opportunities for donor support, gaining an excellent understanding of our services and the projects within them to be funded.

Person Specification

1. Experience of creating and implementing a successful Public Fundraising or Individual Giving Strategy, and producing budgets and achieving income targets to enable growth, or a marketing role with demonstrable transferable skills.
2. Experience of campaign managing multiple activities including face to face, direct mail, telephone, email and digital.
3. Experience of managing relationships with external suppliers, including face to face agencies, telemarketing, mailing houses, design and print/production agencies.
4. Experience of working with data for marketing/fundraising purposes, and confident making data selections.
5. Experience of monitoring and reporting on success of campaigns and activity and using data insights to enhance our income results.
6. Experience of creating marketing plans and supporting materials.
7. Experience of digital campaign including paid search, paid social and online platforms.
8. Experience of developing and delivering insight-led and audience-focused supporter journeys.
9. Ability to demonstrate persuasive and creative writing skills, and ability to inspire people to support a cause.
10. Experience of copywriting for different audiences (advantageous).
11. Knowledge of charity and data protection laws and Fundraising Codes of Practice (advantageous).
12. Knowledge of Prize led fundraising and lottery regulation (advantageous).

Benefits

- Flexible working hours and hybrid working

- Unlimited annual leave, plus bank holidays
- Pension scheme with a contribution of 4% from Rays of Sunshine
- Occupational sick pay
- BHN extras employee benefits platform
- Free eye tests
- Free 24-hour confidential advice via our Employee Assistance Programme (EAP)
- Staff forums and staff surveys
- Opportunities for training and further development
- Access to online learning

Our Values

Our values are at the heart of everything we do and help guide us in our mission to grant more magical wishes for seriously ill children.

- **Kindness** – We are kind to ourselves and others in everything we do
- **Integrity** – We are honest and trusted to do the right thing
- **Joy** – We work with fun, passion and a sprinkle of magic
- **Empowerment** – We work to build confidence and nurture potential.
- **Connection** – We build strong connections with everyone in our wish community

How to apply

Please send a cover letter (no more than two sides on A4) explaining your suitability for the role, along with a CV to amy@raysofsunshine.org.uk by 12 noon on **Monday 24 February 2025**.

Interviews will be held in person, on a rolling basis, before or on Monday 3 or Thursday 6 March 2025.

If you wish to discuss the role before applying, it would be a pleasure to organise a suitable time with you.