

Supporter Engagement Officer: Community - Job Pack



About us



At Wessex Cancer Support our vision is a future where everyone in Wessex has access to personalised support that empowers them to live well with and beyond cancer.

Every year over 14,000 people are diagnosed with cancer within the Wessex region (Hampshire, Dorset and the Isle of Wight). A diagnosis can be a shock and have a huge impact on an entire family and Wessex Cancer Support services are available to people with cancer, and those impacted by the diagnosis and treatment of a loved one. We help and support anyone affected by cancer regardless of age, gender or type of cancer. Our dedicated team is committed to offering free support for as long as people need it, away from a hospital environment.

All our services are provided free of charge; we have four drop-in Cancer Support Centres, and we are currently rolling out local outreach projects which includes an online service. Clients visiting any of our services are welcomed by volunteer befrienders who are trained to provide information, support and a listening ear. Our Wellbeing Co-ordinator will then meet with all new clients to agree a personal treatment plan to help deal with the emotional impact of cancer, improve well-being, help with pain management and increase self-confidence. The plan could include joining a support group or having individual appointments with one of our team of specialist counsellors and therapists. We also provide health and well-being information, exercise programmes, Sing for Life Choirs, and courses to help clients live well with and beyond cancer, plus a transport service for people from the IOW and the Channel Islands visiting the mainland for cancer treatments.

The charity relies on income from donations, legacies and our 5 charity shops to fund our work.

Our Vision and Mission

Our Vision

A future where everyone in Wessex has access to personalised support that empowers them to live well with and beyond cancer.

Our Mission

To engage with local communities to help improve the emotional health and wellbeing of anyone affected by cancer.

Our Values and Behaviours



Our values drive everything we do – the services we provide, the decisions we make, the actions we take, the partners we choose, the way we treat each other. They are our statement about what matters to us, and how we hold ourselves accountable for our own behaviour.

We're **compassionate**

We do everything with kindness and care

- We take time to listen
- We strive to understand one another
- We are considerate when we respond to others
- We treat people as individuals and don't make assumptions

We're **purposeful**

We always aspire to go above and beyond, and we take responsibility for the decisions we make.

- We have a can-do attitude
- We are accountable and understand that our behaviour and approach reflects on the charity
- We use initiative and evidence to prioritise effectively and achieve the best outcomes
- We maximise time in the most effective way
- We take responsibility for our own personal professional development

We're **inclusive**

We offer a warm and friendly welcome to everyone. We celebrate and embrace the differences that shape who we are. Our door is open.

- We are friendly and approachable
- We are non-judgemental
- We challenge and root out prejudice
- We stay up to date with current terms and avoid using words and language that may offend

We're **collaborative**

We work with others so that we can always do our best for people with cancer and their loved ones.

- We respect other people's opinions
- We share knowledge and skills openly and try to help others whenever we can
- We participate in discussions, but do not dominate.
- We discuss matters objectively to find the best outcome.
- We proactively seek and accept feedback, using it to improve
- We give constructive, honest and open feedback
- We endeavour to be a great role model to others

A letter from our CEO



Dear Applicant

Thank you for your interest in this role with Wessex Cancer Support.

It's an exciting time to work at WCS: two thirds of the way through our current 3-year strategy, *Cancer Support for All*, we're seeing tangible outputs that will shift the dial in what we can achieve to support anyone affected by cancer, and we are beginning work to develop our next 5-year strategy.

Yes, the past few years have been tough. But we've emerged as charity which is financially robust and has an excellent reputation for delivering high quality emotional and wellbeing cancer support.

Establishing a greater number and variety of donors will be critical to our success and following recent changes in the team we are now recruiting an experienced Supporter Engagement Officer: Community and a brilliant communicator – someone who is always thinking ahead to develop, support and champion community fundraising activity. You will be the main point of contact for individuals and community groups and will naturally be able to build rapport to quickly establish relationships and develop innovative partnerships.

This is a fantastic opportunity for a highly motivated individual to make a real impact on the income generation for Wessex Cancer Support, in turn helping us to reach more people affected by cancer in the Wessex region.

We offer a supportive work environment, in addition to a range of benefits which include:

- A competitive salary and annual leave entitlement
- Contributory pension scheme
- Life assurance scheme
- Employee Assistance Programme, which offers GP appointments, counselling, and fitness and nutrition support
- Cycle to work scheme
- Free parking at head office
- Mental health first aiders
- A personal development programme



We look forward to receiving your application.

Warm regards

A handwritten signature in black ink that reads "Rachel".

Rachel Billsberry-Grass

Job Description



Job Title:	Supporter Engagement Officer: Community
Reporting to:	Director of Fundraising and Marketing
Based at:	Hybrid. We anticipate around 60% of time will be spent out and about at meetings or in our Head Office, 91-95 Winchester Road, Chandler's Ford.
Job Purpose:	To raise money from community-based fundraising activities, by initiating and building relationships with individuals, groups, small companies and organisations, and driving, encouraging and supporting their fundraising efforts. To build this income stream for the future.
Working Hours:	Full time – 37.5 hours per week
Salary Range:	£25,000 – £28,000 depending on experience.

Principal Responsibilities

- To be the first point of contact for groups and individuals organising community activity to raise money for Wessex Cancer Support, motivating and encouraging them to raise as much as possible.
- To develop a comprehensive pipeline of fundraising opportunities (such as adopted charity for regional shows and events, Mayors and Golf Captains), with a well organised schedule to ensure all opportunities are maximised.
- To proactively research and identify potential and lapsed supporters and steward them to support us.
- To proactively research and identify influential individuals in schools and community groups; to build and develop relationships and garner support for our campaigns like 'Cakes for Cancer' and 'Jolly Jumper month'
- As needed, prepare applications / approaches for new fundraising opportunities, that understand and address the motivations of the fundraiser, securing their commitment and support.
- To encourage and persuade supporters to participate in a range of third-party fundraising events (eg parachute jump, challenges or London Marathon) or to hold their own 'In aid of' fundraising.
- To use initiative to develop creative ideas that will engage a wide range of people with different interests to fundraise for Wessex Cancer Support.
- To coordinate the charity's collection tins and bucket collections, recruiting and managing volunteers to help out, growing this income stream.
- To appropriately support all community fundraising activity including *prompt* thanking and reporting on how money is spent; provide the highest levels of supporter relationship management and build relationships to win long term support.
- To monitor and evaluate all fundraising activity, to develop best practice and implement mitigating measures as needed.
- To ensure all interactions and activities are recorded on our database Salesforce and take responsibility for ensuring all use of data is compliant with GDPR.
- Build and develop trusted relationships with the Services team (and where appropriate clients), to support fundraising, storytelling and volunteering.

- To source, manage and liaise with external suppliers such as third-party event organisers, event companies, printers and venues. To explore all fundraising opportunities and negotiate with suppliers in order to maximise the potential net income for the organisation.
- Attend events where charity presence is required – both in and outside of office hours.
- To ensure all regulations, policies and procedures are adhered to, including risk assessments.
- To be aware of income and expenditure budgets, working effectively to ensure all activity achieves an acceptable return on investment. (2:1)

General Duties

- Be a respected ambassador of the Support's brand, vision, mission and values.
- Work as an effective member of the team and support the goals of the team as a whole.
- Comply with the charity's policy on confidentiality, the Data Protection Act (DPA) and the UK General Data Protection Regulation (UK GDPR)
- Abide by all responsible requirements of the Support's Health and Safety policy.
- Undertake any other duties as required by the Director of Fundraising and Marketing.

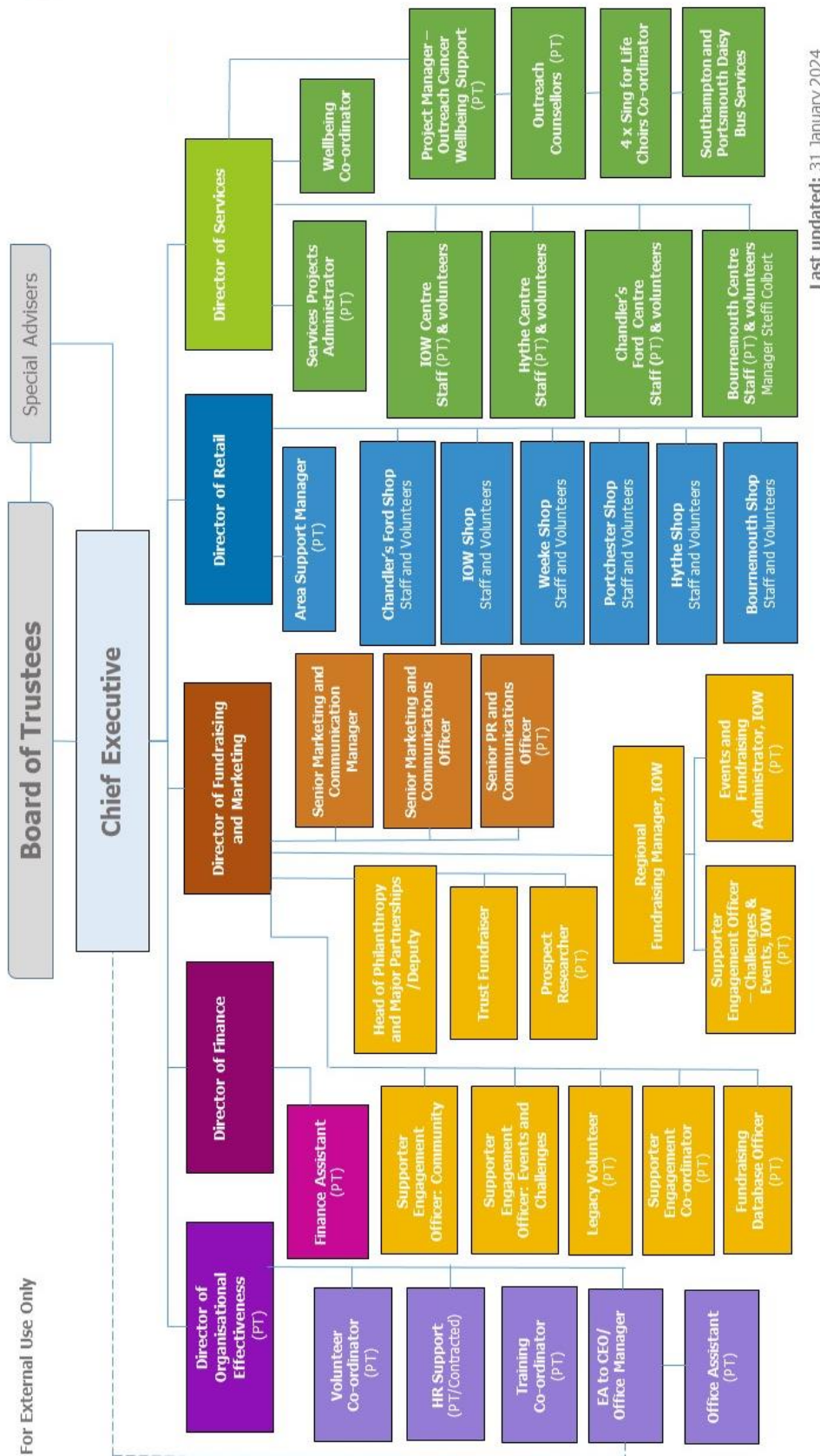
Essential Skills/Experience/Qualities

- A strong track record in a similar role, OR able to demonstrate an understanding of what's needed, with transferable skills.
- Knowledge and experience of using a Fundraising CRM database (we use Salesforce)
- Excellent communication skills with an ability to prepare and deliver compelling presentations and engage with a wide range of audiences confidently.
- Excellent customer service including exemplary telephone and face to face manner.
- Good written skills with the ability to communicate with a variety of audiences.
- Strong administrative skills
- Competent use of Word, PowerPoint and Excel
- Ability to prioritise work and manage multiple tasks.
- Self-driven, results-oriented with a positive outlook and a clear focus on supporters
- Ability to work under pressure, to deadline, and work independently, using initiative when required.
- Be curious with an enquiring mind, always spotting opportunities to develop connections.
- Able to demonstrate a whole-hearted commitment to the vision and values of Wessex Cancer Support.
- Flexibility outside of working hours and a willingness to travel and work evenings and weekends as required
- A full UK driving license and access to a car

Desired Skills/Experience

- Experience of recruiting and working with volunteers
- Experience of working to, monitoring and achieving income targets

Organisation Chart



Last updated: 31 January 2024

For External Use Only

How to apply



Please send your CV to jobs@wessexcancer.org.uk with a statement of no more than 1 page outlining your suitability for the role in relation to the job description.

Deadline for applications 9.00am on Monday 19th February. Interviews will be held on Monday 26th February 2024.

Equality, Diversity and Inclusion

Wessex Cancer Support is committed to being inclusive and welcoming of diversity; please see our strategy and policy for further information. To measure our success in this area, we invite you to complete a very brief anonymous survey (link below). All information collected is confidential and anonymous; we appreciate that this information may be sensitive, and completion of the form is entirely voluntary.

<https://www.wessexcancer.org.uk/edi/>

If you have any questions at all regarding our EDI Strategy, the completion of this survey or would like the survey in an alternative format please contact jobs@wessexcancer.org.uk





Supporting Local People Through Cancer

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