

**ROYAL  
BROMPTON  
& HAREFIELD  
HOSPITALS  
CHARITY**

# **HEAD OF COMMUNITY FUNDRAISING & ENGAGEMENT**



## Introduction

Every five minutes, someone in the UK loses someone they love to heart and lung disease. The facts are devastating - but the future doesn't have to be.

Working in partnership with the incredible expertise of Royal Brompton and Harefield Hospitals, we exist to change the future for heart and lung patients. Together, we're bringing hope to families across the UK.

*"The staff didn't just treat my condition. They cared for me as a person with dignity, compassion and fierce determination... When you donate to support Royal Brompton & Harefield Hospitals Charity, you're helping give people like me a real chance - not just to survive, but to live fully"*

*- Sonsare, lung transplant patient*

In line with our refreshed strategy, our ambition is to fund truly innovative projects both within our partner hospitals and beyond. With investment in our fundraising and marketing team, and the full support of the board of trustees, this is a fantastic time to join the charity.

## Royal Brompton & Harefield Hospitals Charity

We fund, facilitate and champion world-class specialists to transform the lives of heart and lung patients. We provide clinicians, academics and researchers across London and beyond with the funding and resources they need to understand more, prevent more and treat more.

Our funding comes from the fundraising efforts of thousands of supporters as well as income generated by our investments in property and equity markets. We currently grant around £6 million each year - but we want to do more.

Some recent projects we have supported include:

- A new type of gamma camera at Royal Brompton Hospital
- Six new haemodialysis machines for Harefield Hospital
- The world's first maternal health clinic for cystic fibrosis
- Bursaries to support NHS staff training and development
- Vital research into long-term lung transplant rejection and how to treat it
- Advanced genetic research and diagnostic tools

## How we work

We have a small, committed and skilled team (32 in 2025/26), with expertise across fundraising, marketing, HR, property management, grant-making and financial management.

We operate a hybrid work pattern, offering the flexibility of working from home or across one of our four offices in Chelsea and Harefield. Team members are expected to spend at least 40% of their time in the office.

Our core behaviours are central to how we work together. We are committed to:

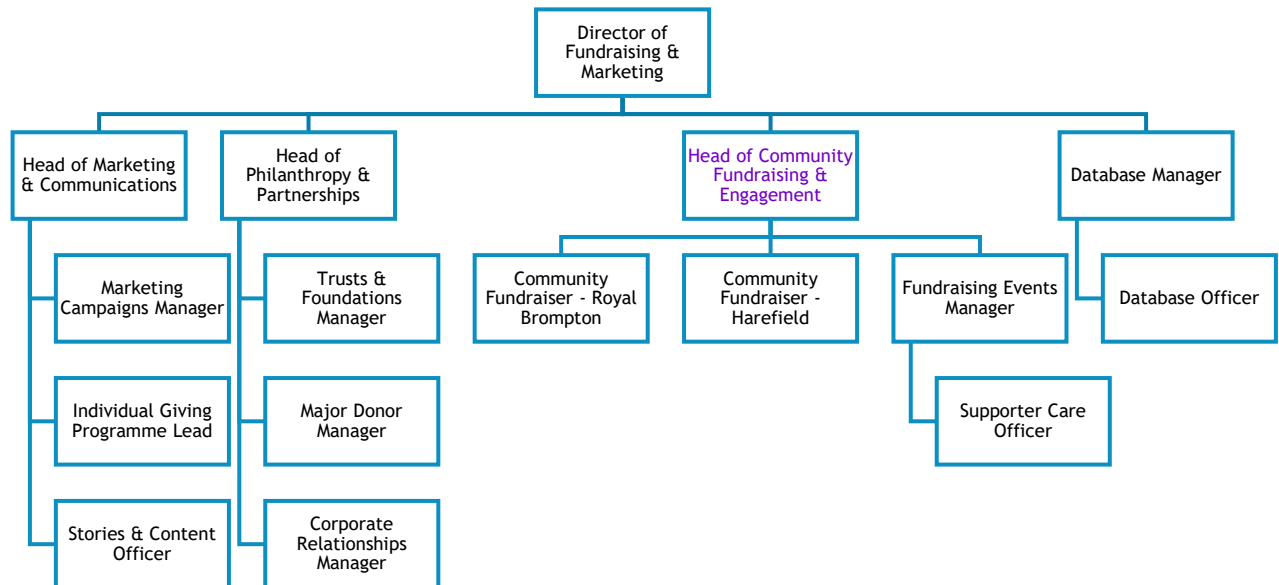
- Setting ourselves challenging goals, in order to achieve more for the charity's beneficiaries
- Working as one team, sharing information and ideas, and valuing our diverse range of backgrounds and contributions
- Solving problems, using our resources, our networks and our creativity to provide a better service
- Creating opportunities to learn, and supporting each other to grow
- Enjoying our work, celebrating our successes and finding time to have fun as a team.

## Some of the benefits of joining us

As well as a positive and supportive work culture, we offer:

- 27 days holiday plus bank holidays, increasing incrementally by 1 day per year after 3 full years' service, up to a maximum of 30 days
- Access to Employee Assistance programme, offering counselling, legal and information line and online health portal
- Regular team and staff away days to plan, learn and socialise together
- A generous training and development budget, supported by regular personal development reviews to support you in your role and longer term career
- Annual collective discretionary bonus
- 10% discount on meals and drinks provided in the Royal Brompton and Harefield hospital canteens

## The Fundraising & Marketing team



The Fundraising & Marketing team is a group of passionate and dedicated individuals, working collaboratively to raise funds and awareness of our work. Many of our programmes are relatively new so there is opportunity for growth across the department. We have a range of exciting propositions to share with supporters, including a major robotics appeal.

**Community Fundraising has been a historically successful area for the Charity, but needs a refresh and new strategic approach to ensure it maximises its potential. This is a great opportunity for an experienced fundraiser to make their mark on an exciting and impactful charity, working with an engaged team to create momentum and change.**



## The role

Title:	Head of Community Fundraising & Engagement
Job base:	Hybrid working, blending home working within any of our three locations in Chelsea or Harefield Hospital (minimum 40% of time in the office. <b>Please note that this role requires regular attendance at both Royal Brompton and Harefield Hospitals</b> )
Reporting to:	Director of Fundraising & Marketing
Internal relationships	Across the charity, particularly working closely with other heads of team and the communications and marketing team. Line management of Fundraising Events Manager and two Community Fundraisers.
External relationships	High value community fundraising supporters, suppliers and local community contacts
Hours:	35 per week (we are open to part time working requests)
Salary:	£53,000 per annum

The Head of Community Fundraising & Engagement is responsible for developing and delivering the charity's approach to community fundraising and engagement, leading the team to ensure a high-quality supporter experience and excellent ROI across core areas including challenge events, third party fundraising and in memory giving. An important part of the role will be working with our Head of Marketing & Communications to build our brand and visibility across our partner hospitals, including engagement directly with hospital staff.

The role would suit a tenacious, passionate and supportive individual with experience of managing and developing public fundraising teams, ideally in a health context. There is huge potential for a successful candidate to develop the team and bring your ideas, energy and enthusiasm to really make the role your own and create a lasting impact.

As well as leading the Community Fundraising team, the post holder would join our wider Heads group, working with other Heads and SLT on charity-wide initiatives, development and planning.



## Responsibilities

- Strategy, budgeting and governance
  - Develop the Charity's community fundraising and engagement activity, building a clear multi-year approach
  - Develop and deliver against clear objectives and key performance indicators to achieve year on year income growth
  - Build and monitor the community fundraising annual budget including delivering monthly commentary and quarterly reforecasting
  - Ensure high quality governance and adherence to Fundraising Regulator guidelines and other relevant regulations
  - Ensure excellent standards of data management
- Team leadership and collaboration
  - Line management of Fundraising Events Manager and two Community Fundraisers, focusing on excellent outputs and team development
  - Act as core member of fundraising and marketing management team
  - Form part of the charity's wider leadership team with other Heads
  - Foster and contribute to a positive and collaborative team culture
  - Attend events as required, which may involve weekend or evening working
- Innovation and development
  - Develop a proactive team culture, focused on building new relationships and maximising opportunities, including collaboration with the Philanthropy & Partnerships team as appropriate
  - Review and optimise current activity
  - Horizon scanning and development of new propositions and opportunities
  - Develop the charity's approach to in memory giving, in collaboration with colleagues across the fundraising and marketing team
  - Review and develop opportunities for volunteer roles and engagement to further the Charity's work
  - Develop new pathways and networks to build engagement and activity, supporting growth across the team
  - Work with colleagues across the department to support the development of our legacy marketing strategy
- Donor stewardship
  - Deliver excellent stewardship of high value community supporters
  - Drive development of new relationships to build personal portfolio
- Raising the Charity's profile
  - Collaboration with colleagues across the charity, particularly supporting the rollout of the charity's new hospital visibility project with the Head of Marketing & Communications
  - Lead team to develop networks and relationships with key hospital colleagues to further the work of the charity and build a positive understanding of the charity within our partner hospitals

## What we're looking for

REQUIREMENTS	ESSENTIAL	DESIRABLE
EXPERIENCE	<ul style="list-style-type: none"> <li>• A track record of delivering and growing successful public fundraising programmes</li> <li>• Experience of developing and monitoring budgets</li> <li>• Experience of managing and developing a team</li> <li>• Experiencing of developing and optimising supporter care processes</li> <li>• Experience of leading a proactive, results-driven approach to fundraising</li> <li>• Experience of personally managing relationships with high value donors or fundraisers</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of using a fundraising CRM, ideally Raisers Edge NXT</li> <li>• Experience of legacy marketing and/or stewarding legacy pledgers</li> <li>• Experience of developing in memory giving programmes</li> <li>• Experience of successfully delivering new business/ acquisition activity in a corporate fundraising or community fundraising context</li> </ul>
KNOWLEDGE	<ul style="list-style-type: none"> <li>• Understanding of fundraising and data protection regulations</li> <li>• Knowledge of approaches to understanding supporter motivations and adapting communications and processes for a supporter-centric experience</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the healthcare context, including political context and the innovation/ research environment</li> </ul>

<b>SKILLS &amp; ABILITIES</b>	<ul style="list-style-type: none"> <li>• Excellent communication and relationship building skills across a variety of stakeholders</li> <li>• Advanced problem-solving skills and ability to make decisions based on analysis of issues</li> <li>• Ability to think strategically, combining both immediate priorities and longer term planning</li> <li>• Ability to lead and motivate a developing team</li> </ul>	
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*The content of this job description represents an outline of the post only and is therefore not a precise catalogue of duties and responsibilities. The job description is intended to be flexible and is subject to review and amendment in the light of changing circumstances, the needs of the organisation and always following consultation with the post holder.*

### **Building a diverse team**

We acknowledge that our workforce does not yet fully reflect the diversity of society or the communities we directly serve, and we are committed to changing this. At Royal Brompton & Harefield hospitals charity, we strive to build a team that represents a wide range of experiences, perspectives, and abilities, including those shaped by diverse cultural, social, and health backgrounds. By embracing this diversity, we aim to better serve the patients, families, and communities who rely on us.

We are actively working to create a more inclusive environment and welcome candidates who bring unique insights, whether through lived experiences of disability, neurodiversity, different cultural or socio-economic backgrounds, or a



deep understanding of the communities we serve. We believe that diverse voices strengthen our work, enrich our perspectives, and drive our mission forward.

We strongly encourage applications from individuals of all backgrounds, including those who may not meet every criterion but believe their experiences and perspectives would add value to our team. Please share in your application how your unique background can contribute to our mission.

### Application process

We are working with Talent Set for the recruitment of this important role. Please submit your CV demonstrating your suitability through the '[apply now](#)' button.