

Role Overviews

The Cancer Support Centre is a Midlands based charity which for 20 years has offered tailored support and therapies to adults affected by cancer and their loved ones. We offer help through our centre and online from the point of diagnosis, throughout the cancer journey, no matter the prognosis. Our expert therapists, staff and warm and welcoming volunteers help people to cope with the diagnosis, come to terms with life changing surgery, to manage the side effects of chemo and radio-therapy and the longer term impacts that these can have. We help people restore wellbeing of the body mind and spirit so they can learn how to thrive and live well with cancer.

As life as we know it has completely changed, the Centre is having to look at different ways to engage with clients, supporters and developing an income from donations and fundraising. We do not have the level of expertise to know how to use media and marketing processes at their most effective level, and would like to think that some specialists would be open to helping us on a voluntary basis. Bringing together a team to help solve the challenges, seems the most effective way.

Aim

We are looking to drawing together two small teams to help with improving Fundraising activity, Engagement with clients and supporters, and Marketing of CSC. Within that Team we are looking for sales, design, copywriting and media skills. We are anticipating a few hours effort from time to time, with each member of the team bringing their skills to facilitate. It may be that we have more than one from some of the skill sets depending on availability.

1. Fundraising & Marketing Team

To plan and implement a sustainable fundraising activity plan / programme for the Cancer Support Centre over the next 12 months initially.

Ideal focus of Skills Roles for the Team :

- Relationship management
- Event management
- Media production
- Business sales
- Social Media – Facebook, Instagram, LinkedIn, Twitter. (We currently don't use Instagram and although we have twitter we don't tweet !)

Tasks and Responsibilities Fund Raising Events Management

- In conjunction with the Centre Manager initially develop and implement a programme of fund raising events, both face to face and virtual, to meet specified targets.
- Share responsibilities / take ownership for development of and leading the event(s) within the team.

- Organise the arrangements for the successful organisation of fund raising events in the calendar, including appropriate publicity.
- Help to develop and design marketing engagement materials
- 'Attend' and take part in events to help ensure their successful conclusion.
- Develop event templates and databases to enable the successful repetition of regular events.
- Develop structure for recording outcomes for events on the basis of engagement, income, raising awareness of the Centre.

2. Community & Business Engagement Team

To plan and implement a coherent and sustainable community and business engagement programme for the Cancer Support Centre over the next 12 months initially.

Ideal focus of Skills Roles required for the Team :

- Social Media – Facebook, Instagram, LinkedIn, Twitter. (We currently don't use Instagram and although we have twitter we don't tweet !)
- Relationship management
- Media production
- Graphic Design
- Business sales
- Team working

Tasks and responsibilities Community / Business Engagement Team

In conjunction with the Centre Manager develop and implement a programme of Community and Business Engagement.

- Help to Identify target businesses – which ones are doing well at present, size, turnover
- Help to develop engagement strategy – process and stages – what is the ask
- Help to develop and design marketing engagement materials
- Organise the arrangements for the successful organisation of community/business events in the calendar, including appropriate publicity.
- 'Attend' and take part in events to help ensure their successful conclusion.
- Develop event templates and databases to enable the successful repetition of regular events.
- Develop structure for recording outcomes for events on the basis of engagement, income, raising awareness of the Centre.
- Ensure supporters are acknowledged and thanked in a timely manner

Overall

Must be able to :

- Work together with others to discuss and develop
- Produce progress reports and information for the Trustees.
- Identify and use any relevant PR opportunities to publicise the charity, its events and initiatives.
- Be reasonably flexible to undertake any other duties that may reasonably be required.

General

- Maintain the principle of confidentiality and equal opportunity in all aspects of the work.
- Comply with Health and Safety policy and take adequate care for the health and safety of themselves and of other persons who may be affected by their acts or omissions.
- Undertake clerical or administrative duties and responsibilities as appropriate to the role or as requested by the Line Manager.
- Undertake other general duties as may be required which are consistent with the duties and responsibilities of the post or which are deemed necessary by CSC
- Provide a high level of internal and external customer service at all times

Role

Key responsibilities

With the trustee board :

- Develop a clear vision, mission and strategic direction for the charity and provide leadership to achieve these
- be responsible for the charity's performance and "corporate" behaviour.
- ensure the operation, finances and service delivery are well managed.
- ensure that the charity complies with all legal and regulatory requirements.
- act as guardians of the charity's assets, both tangible and intangible, taking all due care over their security, deployment and proper application.
- ensure that the charity's governance is of the highest possible standard.

Trustees are also expected to have an overview of one area of development within the organisation dependent on their skills and past experience. Working with the service manager and external consultants the trustee will keep fellow trustees informed about that area.

Skills and experience

Ability to:

- bring different points of view to a discussion
- give insight into clients needs and experience
- make contacts in the community
- think of new ways of doing things

Expected involvement

A meeting once every two weeks during the Covid pandemic; usually monthly plus e mail discussions when needed and maybe a piece of work in between meetings as needed.

To find out more about any of these roles

Please email info@suttoncancersupport.org

Or call Jackie on 0121 378 6295

Chair of Trustees Role

In addition to Trustee Key responsibilities, **The Chair** will:

- take leadership of the Trustee Board, as appropriate to the needs of the organisation and decisions required
- Plan and run trustee meetings, take the lead and be responsible for the effective conduct and timetabling ensuring:
 - active participation and understanding of the issues discussed.
 - clear decisions are made, recorded and effectively implemented.
- take the lead on ensuring that trustees comply with their duties and the charity is well governed.
- have a second or casting vote if a vote on a trustees' decision is tied.
- act as a spokesperson for the charity
- acts as a link between trustees and staff.
- establish a good working relationship and line manage the centre manager on behalf of the trustees.
- produce the Annual Report of the organisation with treasurer, company secretary and centre manager support.
- conduct the annual appraisal of the centre manager.

Skills and experience

- Enthusiasm and dedication for the charities aims and strategic direction.
- Possesses relevant knowledge, understanding or experience of cancer and its impacts.
- Proactive leadership of the organisation
- Commercial / business awareness
- Possesses tact, diplomacy and powers of persuasion and excellent communication skills and people skills.
- Ability and experience in chairing effective meetings

Expected involvement

Approximately 3 days a month, spread flexibly over the month.

You are invited to have an informal discussion about your interest in the role before applying. Please contact our current Chair, Marie Moore at marie.moore@suttoncancersupport.org or call 07500642044.

Any interested parties will need to complete an application form and email it to our current Chair, Marie Moore, with their CV and a short statement to explain which role they are interested in and why they are suitable.