

Appeals Officer

Ronald McDonald
House Charities UK



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™



Candidate Pack

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Information about the role

Job Title: Appeals Officer

Salary: £28,000 per annum

Reports to: Alder Hey Appeals Project Manager

Location: Ronald McDonald House Alder Hey
Alder Road
Liverpool
L12 2AZ

Contract: Two year fixed term: full-time 35 hours, hybrid working in the House and community

Job Purpose:

We are looking for an Appeals Officer with the right experience and motivation, to drive fundraising support in the community across Merseyside and the North West, to secure vital funding for our major refurbishment of Ronald McDonald House Alder Hey. Our Mac House Appeal is to raise the final £2.2 million required for our most ambitious refurbishment project to date, providing our oldest and largest Ronald McDonald House with a major transformation to better support families at Alder Hey Children's Hospital.

You are independent, able to work instinctively and have the ability to translate our story into inspiring content. Above all, you are naturally able to build rapport with others to establish relationships and grow income in your region.

Key responsibilities include:

- Working closely with the Alder Hey Appeal Project Manager to drive the Charity's £2.2 million Mac House Appeal
- Cultivating and recruiting new and existing supporters and volunteers to participate in a range of third-party fundraising events to secure community income for the appeal
- Working with the Alder Hey Appeal Project Manager to build a strategy for your region, build relationships, and grow income and awareness
- Collaborating with the Alder Hey Appeal group to maximise all opportunities across all income streams
- Working effectively with teams across the wider Charity, playing a key role in House teams, as well as the Income Generation team
- Working with the Marketing and Communications department to produce appropriate fundraising materials and ensuring that all public relations opportunities are fully maximised
- Representing Ronald McDonald House Charities UK at fundraising meetings, events, and presentations outside normal office hours (evenings and weekends), as required
- Accurate use of in-house database to record communications and bank income, ensuring financial and non-financial activity is recorded



Information about the role

Key responsibilities include: (cont'd)

- Ensuring that all fundraising conforms to industry best practice and legal requirements
- Undertaking any other duties of a compatible nature, as may be required from time to time by management

Knowledge and Experience

- Proven Fundraising experience or experience of working in a customer-facing role and the ability to manage relationships with a diverse range of people
- Experience of developing annual plans and budgets, producing reports on progress and against objectives and financial targets
- Knowledge of using a database to carry out day-to-day administrative duties
- Experience working independently and as part of a wider team

Skills

- Good written and communication skills
- Ability to persuade, motivate, and inspire
- Deliver clear and concise messages
- Computer literate including proficient use of Microsoft Excel, Word and PowerPoint
- Full driving license with regular access to a car due to a large area coverage

Our Values

- We celebrate the diversity of our people and our programmes
- We focus on the critical needs of children and their families
- We value our heritage
- We operate with accountability and transparency

Our Diversity Statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.



Summary of benefits

We are able to offer the successful applicant a highly competitive salary and benefits package



Pay

£28,000 per annum



Charity Sick Pay

20 days' Charity sick pay per tax year, (pro-rata for part-time).



Private Healthcare and Employee Assistance Programme

We give all staff, their spouse or civil partner and any dependant children up to the age of 25 free membership of a private medical care scheme. You can also access a free Employee Assistance Programme and Doctor@Hand service.



Pension Scheme and Enhanced Life Assurance

The Charity offers a Stakeholder Pension Plan to all salaried employees. This pension includes a minimum of cover of 1x annual salary life assurance. You will have the option to upgrade your life assurance to 4x annual salary.



Holiday and Sabbatical Leave

28 days' annual leave entitlement (plus bank holidays) per annum (pro-rata for part-time), rising to 30 days (plus bank holidays) after three years' service (pro-rata for part-time). You will be entitled to an eight-week paid sabbatical for every 10 years continuous service.



Training and Development

You can request time to train or to undertake accredited programmes leading to qualifications, or, for unaccredited training, request assistance to help you develop your skills related to your job.



Enhanced Family Friendly Leave

After one year's continuous service, you will be entitled to enhanced maternity, paternity and adoption leave.



Recognition

To celebrate major service anniversaries, we give all staff vouchers which you can redeem at a number of High Street and online retailers. The value of the vouchers increase each five years. Our employee of the quarter scheme recognises five employees each quarter with a £50 voucher.



Employee Discount Scheme

You will have access to a discount scheme through Rewards Gateway; this includes discounts from a wide variety of High Street and online retailers.

How to apply

Closing date:

Sunday 3 November

All applications must be submitted before midnight on this date to be considered.

Please enclose:

- A full CV
- A cover letter specific to this role

Applications should be sent to:

RMHC Recruitment Team via:
rmhc.recruitment@uk.mcd.com

If you would like to talk about the role before applying, please call: 0203 892 0774 or email:
rmhc.recruitment@uk.mcd.com.

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.



Our stories

Unexpected complications: Lilly's story

When 10-year-old Lilly was just five, an accident at a trampoline park caused her to break her leg and left her needing surgeries, including the insertion of a metal plate. On 10 May 2021, Lilly went into Noah's Ark Children's Hospital in Cardiff, for what should have been a routine procedure to have the plate removed. However, whilst she was being anaesthetised, unexpected complications arose as Lilly's airways closed, leaving her in a critical condition and in intensive care for several days.

Thankfully, after moving from intensive care to Owl Ward, where she spent another two weeks, Lilly finally got to go home. Lilly and her mum Amy are now hoping to fundraise thousands of pounds for Ronald McDonald House Charities UK, after Amy was accommodated at the Cardiff House during Lilly's unexpected hospital stay.



Fearing the worst: Sienna's story

When Marie's waters broke at 24 weeks pregnant with her second child, she was fearing the worst. Doctors said Marie's baby girl would have a 50/50 chance of survival. Two days later, Marie, from Eastbourne in East Sussex, gave birth to tiny baby Sienna at Brighton University Hospital. She weighed just 1lb 7oz. Sienna stayed in hospital for 96 days, during which time her family was accommodated at the Ronald McDonald House Brighton.

We call ourselves 'operation buddies': Noah's story

Noah, from Reading in Berkshire, was just four weeks old when he was diagnosed with congenital nephrotic syndrome, a condition causing the kidneys to leak large amounts of protein into the urine. The first child of his parents Jessie and Thomas, Noah spent the first six months of his life in hospital, during which time Ronald McDonald House Southampton provided free 'home from home' accommodation for his family.

In November 2021 baby Remy arrived, making Noah a proud big brother and just three months later, after several years of infusions and dialysis, Noah finally received a kidney transplant. Dad Thomas was his donor and they became 'operation buddies'. Noah is now back at nursery and looking forward to starting school in September.

