



# Trust Manager (Maternity Cover)

## Candidate Pack



<b>Location:</b>	Hybrid working, working two days a week from Ronald McDonald House or Office
<b>Salary:</b>	£41,500 per annum
<b>Contract:</b>	Temporary 12 month contract, full-time, 35 hours, 5 days a week
<b>Reports to:</b>	Head of Philanthropy
<b>Closing date:</b>	Sunday 25 January, midnight

### Job role:

As part of our Philanthropy Team, the Trusts Manager will be responsible for designing and delivering a strategic approach to securing high-value grants from charitable trusts and foundations. This pivotal role will focus on identifying, cultivating, and stewarding relationships with funders to support core programmes and capital projects, ensuring alignment with the Charity's mission and strategic priorities.

The post holder will lead on developing a robust pipeline of prospective funders, crafting compelling, insight-driven proposals, and delivering exceptional stewardship to foster long-term, meaningful partnerships. They will also play a key role in engaging funders through tailored communications, impact reporting, and collaborative opportunities such as House visits.

Working cross-functionally and reporting to senior leadership, the Trust Manager will ensure funding is strategically coordinated, compliant, and impactful. This role is central to achieving ambitious income targets and contributing to the long-term growth and sustainability of the Charity's philanthropic income.

# Notes from our leadership



## Ella Joseph, Chief Executive

### Thank you for your interest in joining Ronald McDonald House Charities UK.

'Keeping Families Close' is at the heart of everything we do at Ronald McDonald House Charities UK: we build and run Houses that provide a free 'home-away-from-home' for families who have a sick child in hospital.

We currently have a network of 14 Houses across the UK that can accommodate over 530 families each night. But we offer much more than an en-suite bedroom close to children's hospital wards – we create communities too.

Our fantastic teams, volunteers and supporters are there to provide support and practical help for families, as well as offering a safe and homely space where families can come together and know they're not alone.

We are an extremely friendly and motivated team at Ronald McDonald House Charities UK. If you are an individual who enjoys working in a collaborative environment, and who is excited to be part of our transformational journey over the coming years, then we would be delighted to hear from you.



## Louise Firth, Director of Engagement

Our mission at Ronald McDonald House Charities UK is rooted in a deep, understanding of the emotional and practical challenges families face when their child is in hospital far from home. We are committed to helping families cope and providing the support they need throughout their child's medical journey. We are excited to welcome like-minded individuals who share our passion and values. We hope you'll consider joining our team to help us achieve our mission.

The recently formed Philanthropy team plays a key role in making this possible. The team comprises Trusts and Foundations, Individual Philanthropy, Special Events, as well as specialist support roles, who work to secure transformational funding, ensuring families can access the care and comfort they need during the toughest times. At Ronald McDonald House Charities UK, engagement means building

meaningful relationships with supporters, partners, and communities to inspire action, deepen loyalty, and advance our mission. This principle underpins our entire organisational impact strategy. We know we can't deliver our much-needed services alone. To expand our reach and deepen our impact, we must engage and collaborate with many more people. By doing so, we aim to inspire greater awareness, action, and support for our work.

We are recruiting at a critical time for maternity cover for our Trust Manager role. Our ambition over the next five years is to grow income significantly to support our new five-year Impact Strategy which sets out a bold vision: to serve more families and serve them better. Part of this strategy includes an exciting major capital appeal. As Trust Manager, you will play a key role in sharing and delivering this growth, working with funders and developing the team to ensure that we can make a tangible difference to families.

This is a pivotal moment for Ronald McDonald House Charities UK. We have launched a dynamic new Engagement Strategy to fuel our growth – and we need passionate, talented individuals to help us make it happen. By fostering a diverse and inclusive workplace, we believe we can unlock innovation, collaboration, and excellence in everything we do. If you share our commitment to supporting families with children in hospital and want to be part of an exciting new chapter in our journey, we would love to hear from you.

Thank you for considering this opportunity. We look forward to learning how your skills and experience align with our mission – and how, together, we can make a lasting impact.

# Why work for Ronald McDonald House Charities UK?

## ► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and serve them better](#).



## ► Our values

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

## ► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.



## ► 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.

## ► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.

 [Watch one of our family stories](#)

 [Read our family blogs](#)

## Our employee benefits

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

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

# About the Trust Manager role

## Key responsibilities:

### Trusts and Foundation Strategy Enhancement

- Develop and execute a trust fundraising strategy to increase income and position the Charity as a credible, evidence-led delivery partner for funders
- Meet income targets aligned with the Charity's growth strategy, to fund both core programmes and capital projects, prioritising multi-year funding opportunities
- Build and maintain a robust pipeline of prospective funders, ensuring regular and meaningful engagement
- Craft compelling, tailored proposals, applications, and cases for support to secure major grants



### Team Leadership & Development

- Recruit a Trust Fundraiser and Prospect Researcher to support with identifying and evaluating potential donors
- Build a collaborative and inclusive team culture that values equity, wellbeing, and shared purpose



### Relationship Management

- Cultivate and steward relationships with existing and prospective trusts and foundations, ensuring they remain engaged with the Charity's five-year Impact Strategy
- Provide exceptional reporting to funders, showcasing the impact of their contributions through updates, case studies, and financial reports
- Represent the charity at meetings, events, and site visits to inspire and engage potential funders

### Reporting & Compliance

- Monitor and evaluate the performance of trust fundraising activities, providing detailed reports to Senior Leadership and funders, as required
- Ensure compliance with all relevant fundraising regulations and best practices

### Collaboration and Coordination

- Work closely with the Programme Manager and Capital Appeal Manager to develop well-costed, fundable programmes aligned with strategic priorities and with measurable outcomes
- Work closely with wider internal teams, including Programmes, Service Delivery, Finance, and Communications, to gather information, align messaging, and ensure funding requirements are met
- Collaborate with colleagues across other income streams to maximise cross-team opportunities and share insights on high-value prospects
- Ensure accurate record-keeping and tracking of relationships, proposals, and outcomes using the Charity's CRM system



### Knowledge & Experience:

- Proven track record of securing five and six figure gifts from trusts, foundations, or institutional funders, including cold prospects, demonstrating confidence in donor acquisition
- Skilled in network mapping, prospect research and business development
- Demonstrable experience of working on major capital appeals or high-value fundraising campaigns
- Exceptional written communication skills, with the ability to craft persuasive and tailored funding applications
- Strong research and analytical skills to identify funding opportunities and align them with strategic priorities
- Excellent relationship management skills, with the ability to build and sustain long-term partnerships
- Experience using CRM systems to manage and track donor relationships and activities
- Experience in securing multi-year funding (desirable)
- Experience in line management, with the ability to motivate staff and nurture talent (desirable)

# Our employees



## Jasmine's journey House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



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I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team – an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.

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## Lily's journey Lead Challenge Events Officer to Senior Events Fundraiser



Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



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Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.

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# How to apply for the role

## Closing date: Sunday 25 January 2026

All applications must be submitted before midnight on this date.



### Please enclose:

A full CV

A cover letter specific to this role

A completed demographic form (optional)

**To submit your application, please email:**

[rmhc.recruitment@uk.mcd.com](mailto: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.

To discuss the role before applying:

📞 0203 892 0774     📩 [rmhc.recruitment@uk.mcd.com](mailto:rmhc.recruitment@uk.mcd.com)

#### ► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

#### ► 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.

