



# Community Fundraiser

## Candidate Pack

- Location:** Hybrid working, with two days a week from Ronald McDonald House Evelina London. Occasional UK travel for events and team collaboration
- Salary:** £30,500 per annum
- Contract:** Permanent, full time (35 hours per week)
- Reports to:** Senior Community Fundraiser
- Closing date:** Wednesday 29 April, midnight

### Job role:

This is an exciting opportunity to join a passionate and driven team where your work will make a real and measurable impact. In this role you'll play a key part in making a measurable difference, building strong relationships, and contributing to the organisation's wider goals.

You'll be trusted to take ownership of your work, collaborate with a range of audiences and bring fresh ideas that help us grow and improve. We're looking for someone who is motivated, value-driven and eager to develop their skills in a supportive, forward-thinking environment where initiative is encouraged and success is celebrated.

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# 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.



## Vickey Fitzell, Head of Mass Engagement

At Ronald McDonald House Charities UK, our mission is to keep families close when their child is in hospital far from home. Everything we do is grounded in supporting families through some of the most difficult moments of their lives.

Community fundraising plays a crucial role in making this possible. There is significant opportunity in this area, with real headroom for growth and a highly engaged audience who care deeply about our cause. Each year thousands of supporters choose to take action, raise vital funds, and show families that they are not alone.

I joined the newly established Engagement Directorate in March 2026 to lead our Mass Engagement team, and I've already been struck by the scale of opportunity within community fundraising. Across London and our four houses there, our supporters – individuals, schools, businesses, community groups and families themselves – are generous, creative and deeply motivated by impact. Your role will be to grow, build and nurture those relationships, helping supporters feel confident, inspired and genuinely valued in their fundraising.

The work you do will be tangible and personal. You'll see the difference you make in the funds raised, of course, but also in the moments that matter: a supporter who feels properly thanked and supported; a family who feels cared for as they share their story; a local community that comes together around our Houses. This is relationship-led fundraising at its best, built on trust, care and long-term connection.

You'll be part of a collaborative, inclusive and ambitious team culture that we are actively co-creating together. We want this to be a place where people enjoy their work, feel supported by one another, and are clear on what we're collectively working towards – and we stay grounded in the families and communities we exist to serve. If you're motivated by purpose, value relationships, and want to build something meaningful, I'd love you to consider joining the team.

# 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 Community Fundraiser role

## Key responsibilities:

### Community Fundraising & Income Generation

- Proactively develop, manage and grow a portfolio of community supporters, groups, schools, businesses and individuals across the London region
- Work with the Senior Community Fundraising Manager to identify and pursue new fundraising opportunities, taking a creative and proactive approach to growing income and engagement
- Support and motivate fundraisers to achieve their goals, providing excellent stewardship and a positive supporter experience
- Work towards agreed income and activity targets, monitoring progress and adapting plans as needed



### Relationship Building & Engagement

- Build strong, long-term relationships with new and existing supporters, acting as a passionate ambassador for the charity
- Develop trusted relationships with our families, support them with their fundraising, and signpost them to other ways they can support the charity
- Build strong, effective working relationships with House teams across London, working closely together to ensure families' best interests are at the heart of what we do and to maximise opportunities for income and engagement
  - Build effective working relationships with the House teams across London
  - Represent Ronald McDonald House Charities UK at events, meetings and fundraising activities across London, delivering presentations and ensuring we maximise PR opportunities
  - Deliver clear, compelling messages about the charity's impact, inspiring supporters to get involved



### Working with others

- Interact with families supported by the charity in a sensitive, compassionate and appropriate manner, respecting confidentiality as needed
- Work collaboratively with colleagues across Engagement, Family Services, and other teams to maximise impact
- Contribute ideas, insight and learning to support continuous improvement across the Engagement Directorate

### Planning, Events & Administration

- Manage budgets and resources effectively, ensuring fundraising activity is well planned and cost-effective
- Maintain accurate records on the CRM database, including supporter interactions, income and activity reporting
- Produce regular reports on activity, income and KPIs against targets



# About the Community Fundraiser role

## Person Specification:

### Knowledge and Experience

- Demonstrable experience of achieving or exceeding six figure targets in a relationship-led fundraising role
- Experience of working in a customer-facing, supporter-facing or community-facing role, building and managing positive relationships with a diverse range of people and groups
- Experience of developing and delivering plans and budgets, monitoring progress and reporting against objectives and financial targets
- Experience of using a database or CRM system to carry out day-to-day administrative and reporting duties
- Experience of organising events, campaigns or community activities
- Experience of working independently while contributing effectively as part of a wider team.



### Skills and Abilities

- Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences
- Strong interpersonal skills, with the confidence to positively persuade, motivate and inspire a wide range of audiences and stakeholders
- Confident in setting up, attending and following up meetings to secure engagement and support
- Confident in creating and delivering presentations in a range of settings
- Good IT skills, including Microsoft Word, Excel and PowerPoint, and confidence using a CRM database
- Strong organisational skills, with the ability to manage multiple tasks and priorities within agreed budgets and timeframes
- Self-starter, with a can-do attitude and the ability to manage own workload
- A collaborative, kind and adaptable approach when working with colleagues, supporters, volunteers and families
- Able to interact with families in a sensitive, compassionate and appropriate manner, recognising the emotional context of their experiences
- Willingness and ability to work outside of normal working hour (evenings and weekends) travel across the wider UK as required



# 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.



BB 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.



## 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.



BB 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.



# How to apply for the role

**Closing date: Wednesday 29 April 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.

