



WE DELETE BLOOD CANCER

## JOB DESCRIPTION

<b>Job Title:</b> Donor Recruitment Officer (Corporate Partnerships)	<b>Department:</b> Communications and Engagement and Fundraising
<b>Responsible to:</b> Corporate Partnerships Manager (for line management in Fundraising Department), with a strong dotted line for donor recruitment activity and management in the Donor Recruitment Team (within the Communications and Engagement Department)	<b>Direct Reports:</b> None
<b>Location:</b> Chiswick	<b>Salary:</b> 30K

## PURPOSE

The purpose of this role is to:

- Work under the supervision of the Corporate Partnerships Manager and closely with the Corporate Fundraising Officer, identifying, contacting and building relationships with new prospects to increase corporate donor recruitment drives.
- Actively build a sustainable pipeline of prospects; developing short-, mid- and long-term corporate relationships; Organise and manage corporate recruitment offline and virtual drives and seek new corporate partnerships to ensure a steady stream of donor recruitment activity and organisations funding their donor recruitment costs

## FUNDRAISING DEPARTMENT

The Fundraising Department is responsible for raising voluntary income across a number of fundraising streams. The department engages supporters and maintains close relationships with community fundraisers, private donors, organisations, trusts, foundations and companies. The department builds up long-term partnerships and sponsorships with those who are committed to DKMS UK's mission to find a matching blood stem cell donor for every blood cancer or blood disorder patient that needs one.

This post sits in the Corporate Partnerships Team (line managed within the Fundraising Department) which builds up long-term partnerships and sponsorships with those who are committed to DKMS UK's mission to find a matching blood stem cell donor for every blood cancer or blood disorder patient that needs one. However, the role has a strong dotted management line to the Donor Recruitment Team (managed within the Communications and Engagement Department – see further below).

## COMMUNICATIONS AND ENGAGEMENT DEPARTMENT

The Communications and Engagement Department leads DKMS UK's strategy and plans in bringing about a step change in the public perception of the organisation and its vital work in giving second chances of life to people with blood cancers and blood disorders. The department ensures that the DKMS brand is enhanced amongst the public in the UK, with the goal of raising awareness and motivating people to register as potential blood stem cell donors. The 15-strong Department is divided between three teams: Donor Recruitment, Marketing Campaigns Planning, External Affairs, all of which work closely together to support delivery of the organisation's mission to find a matching stem cell donor for every stem cell transplant patient that needs one.

The department also provides potential donors with regular, relevant communication to engage and motivate them over the long-term to be available and prepared if and when a stem cell donation is needed. Alongside this, the team supports other departments to promote their activities and initiatives.



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### **KEY INTERNAL AND EXTERNAL RELATIONS**

#### **Internal**

- Head of Fundraising
- Senior Donor Recruitment Manager
- Head of Communications and Engagement
- Corporate Partnerships Manager
- Donor Recruitment Officers
- Communications and Engagement Team
- Donor Recruitment Managers in other DKMS entities

#### **External**

- Corporate organisations: Leaders, key influencers, CSR teams
- DKMS Volunteers
- DKMS Recruitment Partners
- Patients and Patient Families
- Drive Initiators

### **KEY RESPONSIBILITIES**

- To actively research, identify and convert corporate opportunities to deliver agreed donor registration and recruitment (DR) and fundraising targets.
- To develop and maintain a corporate pipeline of opportunities to convert into partnerships, including drafting solicitation plans where required.
- To plan and manage events with companies and organisations, in person or virtually, to recruit donors and/or raise funds.
- To prepare and deliver high quality presentations to companies and other organisations when requested.
- To be jointly responsible with the Corporate Partnerships Team/Fundraising Department for high-quality relationship management with a variety of corporate and other stakeholders.
- To identify and optimise valuable corporate networking opportunities.
- To actively contribute to DKMS's social media presence; working with the agreed parameters, add posts, track and respond and identify potential projects

#### **General**

- To use the DKMS Database to log event activity and track KPI performance.
- To attend donor recruitment drives and events.
- To support and provide cover for DR colleagues in their Donor Recruitment activities where needed, eg, attending/managing an event they are unable to attend.
- To regularly log all progress and actions in the DKMS CRM and tracking document; creating new records for prospects and partners as required.
- To work with DKMS UK in-house marketing and PR teams and corporate clients to optimise any agreed marketing/PR opportunities.
- To develop and customise a suite of professional pitch presentation/materials.
- To contribute to projects that focus on core target groups such as young people and BAME communities.
- To provide timely and accurate joint reporting to the Senior Donor Recruitment Manager, Corporate Partnerships Manager and Senior Leadership Team.
- To meet with the Corporate Partnerships Manager (and Senior Donor Recruitment Manager) for the purpose of regular supervision and appraisal.
- To participate in staff training, organisation/team meetings and events, as required.
- To keep up-to-date with developments and learning in stem cell donor recruitment/registration and transplantation.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies, including those relating to the Human Tissue Authority and NHS Blood and Transplant standards.
- To promote equality of opportunity and anti-discriminatory practices.



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- Any other duties deemed appropriate by the Corporate Partnerships Manager and/or Senior Donor Recruitment Manager or the Head of Department, subject to time and commensurate with level of responsibility and salary.

### Person Specification

It is not expected that the successful candidate will necessarily have experience / competency in all the areas highlighted below. Support and training will be provided.

#### *Knowledge, experience and expertise*

- Educated to degree level, or demonstrable equivalent experience
- At least three years' experience of working in a sales-related environment
- Proven track record of sales or target-related performance
- Experience of making corporate approaches and proposal/sales pitches
- Previous experience of using a CRM system for tracking and reporting
- Knowledge of digital marketing, tools and social media
- Previous experience of using social media for work purposes
- *Desirable, but not essential:* Experience in media and/or event planning

#### *Skills and abilities*

- Results driven
- Excellent communication and presentation skills
- Ability to write documents and create compelling proposals
- Excellent IT skills, including use of the Microsoft Office suite.
- Attention to detail.
- Strong negotiation and influencing skills
- Excellent organisational and project management/planning skills
- Able to work well under pressure and to meet deadlines
- Able to adapt to new and changing situations
- Able to form effective internal and external relationships
- Passionate and driven in striving to support DKMS' mission.

\* Must be able to travel nationally and internationally, as required, for example to undergo training or to attend meetings or conferences. There will also be requirement from time-to-time to work weekends and anti-social hours to support DR events, for which notice will be given and time off in lieu will be granted.

### Values

DKMS works to a set of core values which it seeks to uphold and implement in everything it does, including leadership and management practices. The illustration below summarises DKMS core values and how these translate into organisational and individual behaviours.



### Personal competencies

The table below sets out how our values relate to the competencies required for this role.

Competency area	Abilities/expertise/knowledge
Strives to make an impact	<ul style="list-style-type: none"> <li>Is committed to exceeding expectations</li> <li>Confident about proposing new ideas and solutions to the Corporate Partnerships Manager, Senior Donor Recruitment Manager; team members and other colleagues in order to improve the quality outcomes including donor recruitment data; training and processes</li> <li>Not afraid to challenge ways of working in order to bring about improvements in working practices</li> <li>Able to analyse working systems and processes with a view to improving them and making them more efficient</li> <li>Confident that will succeed in delivering personal objectives</li> <li>Confident in communicating to others, both internally and externally</li> <li>Takes responsibility for managing own work and commitments</li> <li>Goes the extra mile to deliver results</li> </ul>
Self-starter	<ul style="list-style-type: none"> <li>Is highly motivated and open to challenging oneself</li> <li>Able to work on own initiative and identify what needs to be done before being asked</li> <li>Able to build network of corporate contacts and develop constructive and productive relationships with companies</li> <li>Thrives on challenges and remains focused under pressure</li> <li>Demonstrates ambition and an eagerness for personal development</li> <li>Has a 'can do' approach to dealing with work challenges and dilemmas</li> </ul>
Inspired by our vision	<ul style="list-style-type: none"> <li>Is committed to the fight against blood cancer</li> <li>Works with passion, enthusiasm and dedication</li> <li>Demonstrates a strong sense of empathy towards patients, donors, supporters and colleagues</li> <li>Understands the role DKMS UK plays within the global DKMS group</li> <li>Able to communicate and explain the mission of the organisation clearly and passionately to corporate supporters and potential blood stem cell donors</li> <li>Uses own knowledge and expertise of blood stem cell donations, collections and transplants to promote DKMS UK's vision and work</li> <li>Understand the needs of people affected by a blood cancer diagnosis or blood disorder and who need to find a blood stem cell donor to give them a second chance of life</li> <li>Confident in talking with potential blood stem cell donors and corporate representatives about the impact their registration and potential donation can make</li> </ul>
Team player	<ul style="list-style-type: none"> <li>Has the ability and desire to work cooperatively and collaboratively with</li> </ul>



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	<p>other team members</p> <ul style="list-style-type: none"> <li>• Provides assistance, information and support to team colleagues, as well as building and maintaining relationships across the organisation and internationally with other DKMS entities</li> <li>• Respects others and embraces the values of diversity, equality, integrity and trust</li> <li>• Listens and responds constructively to other team members' and colleagues' ideas</li> <li>• Forms good working relationships with people in other departments throughout DKMS, both in the UK and overseas</li> </ul>
Executes with excellence	<ul style="list-style-type: none"> <li>• Works diligently and continuously produces high quality work</li> <li>• Successfully converts initial contact and solicitation with potential corporate partners into impactful corporate relationships</li> <li>• Effectively prioritises workload and works independently</li> <li>• Achieves established goals within deadlines</li> <li>• Has excellent attention to detail, ensuring processes and procedures are recorded and documented to high standards, and that corporate contact databases are frequently, regularly and accurately kept up-to-date</li> <li>• Communicates clearly and articulately with potential stem cell donors, and with colleagues and other stakeholders</li> </ul>
Embraces opportunities	<ul style="list-style-type: none"> <li>• Challenges the status quo and looks for opportunities to implement new methods of working</li> <li>• Sees and seizes opportunities in networking environments to initiate and build corporate partnerships</li> <li>• Open to different ideas, approaches, procedures and technology that can improve corporate approaches and the way we recruit donors and manage the registration process</li> <li>• Able to adapt to new situations with a positive approach to change</li> <li>• Seeks opportunities to learn from colleagues both locally and internationally</li> <li>• Considers developments in other similar organisations, learning from their experiences and introducing relevant information, ideas and intelligence for the benefit of DKMS</li> </ul>

#### **Conditions of Employment**

- 37.5-hour week, Monday to Friday (9am – 5pm).
- 25 days' holiday per annum (plus public holidays), increasing after two years' service by one day per year, up to a maximum of four additional days per year (ie, a total entitlement of 29 days per year after five years of service).
- DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer.

#### **Benefits**

- Corporate Eye Care Scheme
- Cycle to Work Scheme
- Season Ticket Loans
- Further information on staff benefits are covered on the DKMS website.