



**WE DELETE BLOOD CANCER**

## JOB DESCRIPTION

<b>Job Title:</b> Donor Recruitment Manager	<b>Department:</b> Donor Recruitment
<b>Responsible to:</b> Donor Recruitment Team Lead	<b>Direct Reports:</b> None
<b>Location:</b> Chiswick, Hybrid (3 days/week in office)	<b>Contract Type:</b> Full-time permanent
<b>Salary:</b> £34,000 - £38,000 pa (Depending on Experience)	

### Purpose

We exist to recruit more individuals to the DKMS UK blood stem cell register. The Donor Recruitment Manger (DRM) will deliver in this role by being proactive in seeking out opportunities to engage with groups fundamental to our success. These groups can be of a sensitive nature; for example, patients and their family and friends' networks. The DRM is a professional communicator and facilitator, this role supports external stake holders in enabling them to hold registration events on our behalf. Other groups we work with to mobilise registration appeals are community groups, universities, volunteers and corporates. The DRM will manage a portfolio of donor recruitment events and appeals, providing administrative and logistical support alongside event promotion, training and education to better support patients in their journey to finding a donor match.

### Donor Recruitment Department

The departments' work involves supporting volunteers in organising in-person stem cell donor registration events within their community. This involves engaging with external stakeholders, raising brand awareness and encouraging people to register with DKMS. The department also works alongside our marketing and communication team to support patients with their campaigns to register more people and find a suitable donor. The department supports patients and their families during this time to organise an impactful event to increase awareness within their communities and further diversify the register.

### KEY INTERNAL AND EXTERNAL RELATIONS

#### Internal

- Country Manager
- Senior Leadership Team (SLT)
- Donor Recruitment Team Lead
- Donor Recruitment Team
- International Donor Recruitment Team
- Counterparts and colleagues in other DKMs entities internationally

#### External

- Volunteers
- Recruitment Partners
- Patients and Patient Families
- Donor Recruitment Initiator groups
- Community groups, local networks, corporate organisations

### Key Responsibilities

- To proactively develop, manage & deliver donor recruitment events, across the UK.
- To attend and lead donor recruitment events – including travel within the UK, regularly at weekends and/or into the evening.



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- To manage patient engagement with DKMS, including responding to initial enquiries, speaking to/meeting patients and their families to create engaging patient appeals, alongside supporting them throughout their journey with DKMS
- Represent DKMS in public to inform external audiences about stem cell and bone marrow donation, including preparing and delivering presentations to individuals, community groups and other organisations to promote the work of DKMS UK.
- Run training sessions to educate volunteers on the DKMS stem cell register eligibility criteria, registration process, donation methods etc. in order for them to confidently and successfully run donor recruitment events on our behalf
- Help to manage the donor recruitment team email inbox, responding to all enquires and questions
- Work towards Donor Recruitment KPIs and targets, for both online and offline registration activities
- Represent the DR team in internal project/campaign groups to build and manage high quality working relationships with a variety of external stakeholder.
- To work with DKMS UK in-house marketing and PR teams and donor recruitment initiator groups to optimise any agreed marketing/PR opportunities regarding events and patient appeals
- To contribute towards projects that focus on core target groups for donor recruitment
- To work towards donor recruitment fundraising targets by actively encouraging money donations and/or fundraising alongside events
- To use our donor database Salesforce to log contacts, patients, event activity and track KPI performance.
- 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.

### General

- 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 keep up-to-date with developments and learning in stem cell donor recruitment/registration and transplantation.
- To meet with the Donor Recruitment Team Lead for the purpose of regular supervision and appraisal.
- To participate in staff training, organisation/team meetings and events, as required
- Any other duties deemed appropriate by the Senior Donor Recruitment Manager or the Head of Department, subject to time and commensurate with level of responsibility and salary.
- To promote equality of opportunity and anti-discriminatory practices.

### 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*

- Experience working in a client/customer facing role, dealing with a variety of external stakeholders
- Experience working in a support/admin role
- Experience of working with diverse audiences

#### *Desirable but not essential:*

- Experience in event management
- Experience in account management
- Experience in using Salesforce

#### *Skills and abilities*

- Full UK Driving licence and confident to drive a rental car
- Excellent IT and admin skills, including use of the Microsoft Office suite and databases.
- Strong communication skills, including written, digital and presentation skills
- Empathetic and sensitive when working with people going through very difficult circumstances and/or grief.
- Excellent organisational and project management/planning skills



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- Able to work well under pressure and to meet tight deadlines
- Able to adapt quickly to new and changing situations
- Solution focussed
- Able to deal with challenging situations/conversations
- Able to form effective internal and external relationships
- Knowledge of digital marketing, tools and social media
- Must be able to regularly travel nationally to attend donor recruitment drives, including regular weekends and anti-social hours for which notice will be given and time off in lieu will be granted.

### Personal Attribute

- **Passionate:** A genuine passion for DKMS's mission and goals.
- **Proactive:** A self-starter who is motivated by achieving results and making a positive impact.
- **Empathetic:** Able to build trust and rapport with diverse stakeholders, showing empathy and understanding.
- **Detail-Oriented:** Strong attention to detail with a commitment to delivering high-quality work.
- **Flexible:** Adaptable and able to handle changing priorities and new challenges with ease.

### Conditions of Employment

- 37.5-hour week, Monday to Friday (9am – 5pm), However some afterhours and weekend drives will be required Toil will be given where appropriate.
- 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 six years of service)
- DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer

### Benefits

- Hybrid working following 3 months' probation 3 days office based
- Corporate Eye Care Scheme
- Life Assurance at 4 times basic salary
- Cycle to Work Scheme
- Season Ticket Loans
- DKMS pension scheme –employer DKMS pension scheme – automatic enrolment contribution rate: 3% employee, 5% employer.
- Further information on staff benefits are covered on the DKMS website