

## Role Profile

Details	
<b>Job Title:</b>	<b>Head of Public Fundraising</b>
<b>Job Grade:</b>	<b>Head Of</b>
<b>Reports to:</b>	<b>Director of Fundraising &amp; Supporter Experience</b>
<b>Based in:</b>	<b>Harrogate</b>
<b>Hours:</b>	<b>Full time, 37 hours</b>
Overall purpose	
<p>The Head of Public Fundraising is responsible for the strategic direction, planning, delivery, long-term growth and performance of Yorkshire Cancer Research's public fundraising portfolio, including individual giving, in-memory giving, gifts in wills, challenge events, community fundraising, and owned events and initiatives.</p> <p>Reporting to the Director of Fundraising &amp; Supporter Experience, the postholder will lead the development and delivery of the charity's public fundraising strategy, translating organisational ambition into sustainable, insight-led and supporter-focused income growth.</p> <p>Leading an established and high-performing team, the Head of Public Fundraising will build on strong existing foundations to diversify and grow public fundraising income at scale, while strengthening long-term relationships with supporters and communities across Yorkshire.</p> <p>The role will play a pivotal part in delivering the charity's ambitious growth plans and supporting Yorkshire Cancer Research's vision of a Yorkshire free from cancer.</p>	
Key responsibilities	
<p><b>Strategic Leadership</b></p> <ul style="list-style-type: none"> <li>• Lead and work in partnership with relevant Fundraising Managers to develop and deliver Yorkshire Cancer Research's public fundraising strategy, aligned to the charity's mission, values and organisational strategy.</li> <li>• Provide clear strategic leadership across all public fundraising income streams, including: <ul style="list-style-type: none"> <li>○ Individual giving</li> <li>○ Community fundraising</li> <li>○ Challenge and mass participation events</li> </ul> </li> </ul>	

- In-memory giving
- Gifts in Wills and legacy giving
- Ensure the public fundraising strategy aligns with, and complements, the philanthropy and partnerships and supporter experience strategies, delivering a coherent overall income approach and exceptional supporter journeys and interactions at every touchpoint.
- Act as the organisation's senior subject-matter expert on public fundraising, advising the Director of Fundraising & Supporter Experience on market trends, opportunities and risks.

### **Planning and Budget Management**

- Develop and deliver robust operational plans to achieve significant, sustainable growth in public fundraising income, aligned to the charity's wider fundraising and organisational strategy.
- Lead the development of income and investment plans for public fundraising, supported by robust financial modelling, ROI analysis and risk assessment.
- Embed an insight-led, test-and-learn culture across public fundraising, driving innovation, continuous improvement and evidence-based decision-making.
- Identify and develop new audiences, propositions, channels and fundraising models to diversify income and future-proof the public fundraising portfolio.
- Set clear performance objectives and KPIs across the public fundraising portfolio, monitoring progress and ensuring timely reporting, learning and optimisation.
- Work closely with colleagues across Fundraising, Brand & Communications and Marketing Operations to deliver integrated campaigns and consistent public messaging.
- Lead budgeting and forecasting for public fundraising income and expenditure, including multi-year financial planning.
- Monitor financial performance and ROI, ensuring effective cost control, value for money and financial accountability across all public fundraising activity.
- Provide clear, insightful performance and financial reporting to the Director of Fundraising & Supporter Experience, Executive Team and Board, with recommendations on investment, prioritisation and risk.
- Support and enable fundraising managers to manage budgets confidently and accountably.
- Ensure all public fundraising activity complies with the Fundraising Code of Practice, GDPR and relevant regulation.

## Managing Relationships

- Champion a supporter-first approach within public fundraising, ensuring strategies and plans are designed to build trust, loyalty and long-term relationships.
- Work in close partnership with the Head of Supporter Experience and relevant teams to:
  - Align fundraising activity with agreed supporter experience principles
  - Use insight, feedback and complaints data to inform improvement
  - Support retention, satisfaction and lifetime value
- Collaborate with the Head of Philanthropy & Partnerships and other colleagues to ensure public fundraising plans are aligned with, and support wider charity objectives.

## People Leadership and Culture

- Lead, inspire and develop a high-performing public fundraising team, ensuring clarity of purpose, accountability and collaboration.
- Embed a high-performance, inclusive and values-led culture aligned to Yorkshire Cancer Research's behaviours.
- Build specialist capability and future leadership capacity within public fundraising.
- Role-model collaborative leadership across fundraising disciplines and the wider charity, increasing knowledge and understanding of public fundraising and embedding a fundraising culture.

## Charity Leadership Team Participation and Support

- Act as a senior member of the fundraising leadership team, contributing to strategic planning, performance management and organisational decision-making.
- Work in close partnership with the Head of Philanthropy & Partnerships and Head of Supporter Experience to ensure joined-up income planning, supporter stewardship, prioritisation and messaging.
- Provide expert advice and insight to the Director of Fundraising & Supporter Experience to support Executive and Board-level decision-making.
- Represent Yorkshire Cancer Research externally as a senior public fundraising leader when required.

## Qualifications

- Preferably educated to degree level or higher.
- Evidence of continued professional development relevant to fundraising.

- Member of the Chartered Institute of Fundraising.
- Qualifications from the Chartered Institute of Fundraising, such as the Diploma in Fundraising and Advanced Diploma in Fundraising, would be advantageous.

### **Knowledge and experience**

- Significant experience developing, managing and evaluating a broad public fundraising portfolio (e.g. individual giving, community fundraising, mass participation/challenge events, in-memory giving, and legacy giving).
- Demonstrable track record of delivering significant and sustainable income growth for a charity (or comparable organisation).
- Proven experience translating strategy into operational plans, with clear objectives, KPIs and performance reporting.
- Strong financial and commercial capability, including ownership of budgets, forecasting, and building income and investment plans supported by financial modelling and ROI analysis.
- Relevant senior leadership and line-management experience, with evidence of developing high-performing teams and building capability.
- Ability to prioritise strategically and manage complexity in a developing, high-growth environment.
- Strong cross-functional leadership and stakeholder management skills, with experience delivering integrated fundraising and marketing activity in partnership with colleagues across fundraising, brand/communications, supporter experience and operations.
- Experience leading projects and/or implementing change to improve performance, supporter experience or ways of working.
- Confident presenting clear, evidence-based recommendations to senior stakeholders, including Executive and Board, and representing an organisation externally when required.

### **Skills and abilities**

- Strong leadership skills to lead confidently through growth and change.
- Highly analytical and insight-led, able to interpret performance data and supporter insight and turn it into clear decisions and actions.

- Sound understanding of fundraising regulation and best practice (e.g., Code of Fundraising Practice and GDPR), with a commitment to compliant, respectful fundraising.
- Excellent written and verbal communication, able to influence senior stakeholders and present complex information clearly and persuasively.
- Confident using data and technology to improve fundraising performance and supporter experience (e.g., CRM, reporting tools, digital channels, and automation where appropriate).
- Strong commercial judgement with the ability to prioritise activity, manage risk, and focus resource on the highest-impact opportunities.
- Strong personal alignment with Yorkshire Cancer Research's values, with an inclusive, supporter-first mindset and a commitment to positive culture and collaboration.

#### Other requirements

- Full UK driving licence and ability and willingness to travel across the Yorkshire region.
- A willingness to complete our pre-employment checks (to be undertaken once the role is offered and accepted) which include:
  - A check on your employment history by seeking two references
  - A check on your eligibility to work in the UK as per the Immigration, Asylum and Nationality Act 2006
  - A check on your highest educational achievement(s)
  - A check on your professional qualification(s)
  - A DBS check at the level relevant to your role.
  - Satisfactory completion of a pre-employment health assessment. If needed, you will also be required to undergo a medical assessment (at the charity's expense) by a medical practitioner of the charity's choosing.

#### DBS Check Level

- This role requires a DBS check at basic level.

#### Values and Behaviours

- Passionate about the values of Yorkshire Cancer Research (see 'Our Values' below).
- Safeguarding is the responsibility of all employees who must remain aware and vigilant to potential safeguarding breaches and always report any suspicions or incidents following our internal reporting guidelines which will be shared during induction.
- Yorkshire Cancer Research operates a strict 'no smoking' policy throughout our premises, car parks and vehicles. Employees must not smoke whilst wearing charity branded clothing or whilst on duty. If the post holder chooses to, the charity will help and support them to stop completely or temporarily abstain from smoking during their working hours.



# Our Values & Behaviours

## Our Values

<b>Here for Yorkshire</b>	<b>United by the cause</b>	<b>Think big and bold</b>	<b>Make it happen</b>
<p>The needs of people in Yorkshire come first.</p> <p>They are at the heart of everything we do.</p>	<p>We collaborate with each other and with other organisations; united by the need to <i>Give Yorkshire More Life to Live</i>.</p>	<p>We deliver world-leading research and services.</p> <p>We dare to think differently.</p>	<p>We create and build solutions.</p> <p>We approach our work with positivity, energy and drive.</p>

## Our Behaviours

	Behaviours
<b>Here for Yorkshire</b>	<p><b>The needs of people in Yorkshire come first</b></p> <p>Yorkshire Cancer Research exists to prevent diagnose and treat cancer in Yorkshire. The needs and interests of people in Yorkshire are at the forefront of what we do, how we think and how we act.</p> <p><b>People are the heart of everything we do</b></p> <p>When we develop new plans, projects and activities, we actively seek patient, supporter and/or customer input to inform our approach and decision-making.</p>
<b>United by the Cause</b>	<b>United by the need to <i>Give Yorkshire More Life to Live</i></b>

	<p>We are transparent and open in what we do and what we say, uniting to support one another in achieving our shared goals.</p> <p><b>We collaborate with each other and other organisations</b></p> <p>We work to build relationships based on trust and collaboration. We seek to understand the needs and objectives of others to establish the common ground and agree how we can work together to benefit people in Yorkshire.</p>
<p><b>Think Big and Bold</b></p>	<p><b>We deliver world-leading research and services</b></p> <p>We evaluate worldwide research and we test and we learn in order to drive the greatest advances and impact in cancer research and services. We promote a culture of continual improvement and innovation.</p> <p><b>We dare to think differently to Give Yorkshire More Life To Live</b></p> <p>We are ambitious and not afraid to try something new or difficult when it comes to achieving our goals.</p> <p>Nor are we afraid to make difficult decisions when they are in the best interests of those we exist to serve; the people of Yorkshire.</p>
<p><b>Making it Happen</b></p>	<p><b>We create and build solutions</b></p> <p>We are focused on understanding the impact of our work and the difference it is making. We ensure we are always pushing forward the achievement of our charity's vision.</p> <p><b>We approach our work with positivity, energy and drive</b></p> <p>We see every challenge as an opportunity to provide a solution.</p> <p>When it comes to preventing, diagnosis and treating cancer, we deliver pioneering solutions <i>To Give Yorkshire More Life To Live</i>.</p> <p>We pursue our goals with enthusiasm and commitment; always asking 'Can I, and can we, do more?'</p>

## YORKSHIRE CANCER RESEARCH

### **Job Applicant Privacy Notice**

#### **Data controller: Yorkshire Cancer Research (the Charity)**

As part of any recruitment process, the Charity collects and processes personal data relating to job applicants. The Charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

#### **What information does the Charity collect?**

The Charity collects a range of information about you. This includes but is not limited to:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Charity collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The Charity will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Charity will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

#### **Why does the Charity process personal data?**

The Charity needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Charity needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The Charity has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Charity to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Charity may also need to process data from job applicants to respond to and defend against legal claims.

Where the Charity relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Charity processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Charity processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

The Charity is obliged to seek information about criminal convictions and offences. Where the Charity seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, the Charity will keep your personal data on file in case there are future employment opportunities for which you may be suited. The Charity will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

### **How we use AI in the recruitment process**

We use AI based tools to assist with parts of the recruitment process. The tool may:

- Review applications for matches to essential and desirable criteria
- Analyse key words, skills, qualifications or experience
- Rank or score applications
- Identify where candidates indicate they do not meet essential requirements (e.g., answering 'No' to mandatory questions) and flag such applications for filtering

If the role requires specific mandatory skills or qualifications, the AI tool may:

- Automatically flag or filter candidates who have indicated they do not meet those essential requirements
- Present filtered applications separately for review
- Recommend that such applications do not proceed

A human decision maker will remain involved at all stages of the recruitment process. We do not make final recruitment decisions based solely on AI and the recruitment team examine all AI recommendations before any application is progressed or rejected.

We use AI tools to:

- Increase consistency and fairness in screening
- Manage high volumes of applications efficiently
- Help identify applicants who meet the essential criteria for the role
- Reduce human error and unconscious bias
- Support (but not replace) human decision making

To ensure fairness and protect your rights, we apply the following safeguards to any AI assisted decisions:

- AI outputs are always reviewed by human decision makers
- All candidates may request human intervention or contest AI influenced decisions
- We regularly assess AI tools for accuracy and bias
- We maintain transparency regarding what the tools do and don't do.
- Essential criteria used for filtering are clearly set out in the job description or application form

## **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment process. This includes members of the HR and senior executive teams, interviewers involved in the recruitment process, managers in the Charity's team with the vacancy and IT staff if access to the data is necessary for the performance of their roles.

The Charity will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Charity will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks.

The Charity will not transfer your data outside the United Kingdom.

## **How does the Charity protect data?**

The Charity takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. The Charity has a Data Protection Policy and an ICT Acceptable Use Policy which apply to all its employees.

## **For how long does the Charity keep data?**

If your application for employment is unsuccessful, the Charity will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the Charity will hold your data on file for a further period of 6 months for consideration for future employment opportunities. At the end of that period or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new employee privacy statement.

## **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Charity to change incorrect or incomplete data;
- Request human intervention in AI supported decisions;
- Contest an AI assisted decision;
- require the Charity to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the Charity is relying on its legitimate interests as the legal ground for processing; and
- ask the Charity to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Charity's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact the Charity's Company Secretary, Joanne Mornin ([joanne.mornin@ycr.org.uk](mailto:joanne.mornin@ycr.org.uk))

You can make a subject access request by contacting the Company Secretary.

If you believe that the Charity has not complied with your data protection rights, you can complain to the Information Commissioner.

**What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the Charity during the recruitment process. However, if you do not provide the information, the Charity may not be able to process your application properly or at all.

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