

JOB DESCRIPTION

Job Title	Philanthropy Manager
Department	Fundraising
Reports to	Senior Philanthropy Manager
Hours of Work	Full-time - 37.5 hours per week not including breaks
Date	September 2025

The Royal Free Charity

Our vision

Our vision is for everyone served by the Royal Free London NHS Foundation Trust (RFL) to have access to world-leading healthcare, delivered by a thriving workforce, and driven by medical research that has a global impact. We support the 17,000 staff of the RFL and their two million patients across Barnet, Chase Farm, North Mid and Royal Free hospitals and more than 30 NHS services.

What we do

Through the services we provide, and the programmes and equipment we fund, we make a profound and immediate difference to patients' experiences of care. Our volunteering, support hub, and complementary therapy teams enhance the hospital journey for all patients – whether they live locally or come from further away to access the trust's specialist services. Our support of the RFL workforce enables staff to perform at their very best. Spanning individual professional development and training through to organisation-wide interventions, our initiatives bolster employee resilience and mental health so staff can achieve the best outcomes for patients. We fund ground-breaking research with the potential to change people's lives, whether it's through our grants programme or delivering major capital funding appeals.

Our approach

We are a solution-focused strategic partner to the RFL, helping our hospitals to go further and faster than the NHS could do alone. We believe funding decisions should be made based on strategic priority and impact, with a strong focus on co-production.

The Royal Free Charity (the charity) invests in:

- enhanced support for patients
- vital support for our staff
- ground-breaking research and innovation
- cutting-edge medical equipment



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The generosity of our donors, fundraisers and volunteers enables us to do this.

The charity, which employs over 90 people, is working towards becoming an employer of choice.

Fundraising Department

Our dynamic fundraising department generated £4.5m through donations in 2023/24, and we are now preparing for an ambitious multi-million-pound campaign in support of a ground-breaking cancer centre on the site of the Royal Free Hospital.

We pride ourselves on being a supporter focused and agile function, working at the heart of the charity to deliver impact for patients and staff across our hospitals.

Responsible for attracting and retaining donors, and delivering an outstanding supporter experience, the fundraising department comprises two teams which work closely together to achieve our shared objectives:

- Our philanthropy & campaigns team builds relationships with individual philanthropists, trusts, foundations, corporate organisations and intermediaries, giving or facilitating donations of £10,000 or more to the charity each year. They lead major appeal activity for the charity, currently focused on our forthcoming cancer campaign, and special events to support these activities.
- Our public fundraising team harnesses the support and energy of individuals and groups, helping them to give back in the way that works for them. This includes committed giving, in memory support, gifts in wills, and fundraising events and challenges.
- Our database and supporter care colleagues underpin and support the entire department.

Job purpose

We are seeking a creative and driven philanthropy manager to join our team on a permanent basis. Working alongside members of the wider team, you will help deliver the best possible experience to some of the charity's most committed donors through a mixture of bespoke events, personalised communications, and recognition opportunities across our hospital sites.

Specifically, this role will lead the team's efforts in securing four and five-figure gifts and stewarding donors with a gold-standard experience that ensures continued support for the Royal Free Charity.

You will play an important role within our philanthropy & capital campaign team, helping to build relationships, and increase income, in a pivotal year for the charity. The role will offer significant scope for development, giving you the opportunity to grow your relationship-building, communication, and project management skills in a supportive, ambitious, and high-performing team.

Key tasks and responsibilities



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Leading the Royal Free Charity's relationships with mid-level supporters

- Lead and deliver a mid-level giving retention and recruitment strategy, for donors giving between £1,000 and £50,000 to the charity each year, working with colleagues and senior volunteers to understand potential opportunities for uplift in giving.
- Manage the day-to-day delivery of mid-level donor activities, including tracking renewal cycles, supporting donor journeys, and responding to enquiries in a timely and professional manner.
- Support the development and delivery of engaging events, and bespoke communications including personalised letters, invitations, proposals, and thank-you communications, ensuring mid-level donors feel valued and connected to the impact of their giving.
- Ensure that mid-level donors have the best possible experience of giving to the charity, by engaging with colleagues on the development of appeals to this audience, stewarding those giving at this level, and attracting new supporters
- Contribute to analysis and commentary on the performance of the team.
- Support colleagues managing key-mid value donor relationships across our hospital sites, ensuring all acknowledgements align with donor preferences.
- Work with the public fundraising team to thank mid-level donors to fundraising appeals, creating updates and reports, and providing an excellent supporter experience to maximise the opportunity for a longer-term relationship beyond specific appeals.
- Work closely with charity colleagues and external suppliers to ensure fundraising activities are delivered to agreed plans, budgets, and timelines.
- Support the fundraising activities of the wider philanthropy & campaigns team through identifying donors who may give major gifts or be interested in legacy giving.

Cross-team working and individual development

- Build relationships across the charity and with Royal Free London staff to enhance own work, raise the visibility of fundraising, and identify opportunities for collaboration.
- Represent the philanthropy & campaigns team, where appropriate, on cross-charity projects.
- Take time for personal development, contributing learning and ideas to the wider team.
- Keep up to date with fundraising sector trends and how they can be applied to our work.
- Undertake any other tasks commensurate with the role.

Person Specification



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Royal Free Charity, The Pears Building, Pond Street, London, NW3 2PP
Charity number 1165672 | Company limited by guarantee number 09987907

Qualifications -

- CSE/GCSE in Maths and English or equivalent

Experience

Essential:

- Experience in fundraising and donor development in the charity or cultural sector, or a similar setting.
- Experience of working with supporters, customers, clients, or the general public, delivering an excellent service on the phone, in person, and in written communications.
- Experience of creating high quality written documents, such as tailored letters, proposals, slide decks, or other professional materials.
- Experience of planning, delivering, and evaluating a project from start to finish.

Desirable:

- Experience of developing longer term relationships with supporters, clients, or equivalent audiences.
- Experience of leading on the creation and implementation of innovative events that are tailored towards a specific audience's interests.

Skills & knowledge

- A keen interest in the fundraising sector, with a desire to learn and grow in the role.
- A passion for relationship-building and working with a diverse range of audiences.
- Exceptional customer service skills.
- A positive can-do attitude and approach towards problem solving.
- Outstanding organisation skills, with the ability to juggle workload whilst maintaining an excellent service level to donors, charity colleagues, and external suppliers.
- A collaborative approach to working with other members of the team and senior stakeholders.
- Excellent written communication skills, with a strong eye for detail.
- Ability to deal with sensitive information in a confidential and professional manner.
- Comfortable with, and interested in, working in a healthcare related setting.
- Excellent IT skills, including a thorough knowledge of MS application (Word, Excel, PowerPoint and Teams), and a willingness to learn new skills, such as how to use the relationship management database, Raisers Edge NXT.
- Engagement with equal opportunities, diversity and inclusion, and a commitment to act in accordance with best practice in these areas.
- Knowledge of fundraising regulations and best practice including Gift Aid and GDPR (Desirable).



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Other Requirements – We expect you to:

- Take time for personal development, contributing learning and ideas to the wider team.
- To work unsupervised
- To work to tight deadlines and deliver results
- To have a positive professional work attitude
- Be highly motivated and able to take the initiative
- Have a strong affinity with the NHS and philanthropic values
- Have attention to detail
- Support your team and your other colleagues
- Attend meetings and training as required
- Be flexible and respond to the needs of the charity
- Attend supervision and 1-1 on a regular basis with your line manager
- To treat everyone equally, regardless of sex, age, disability, gender reassignment, race, ethnicity, religion or belief, sexual orientation, or any other protected characteristic
- Read and adhere to the charity policies, including the dress code, and all relevant legislation and ensure that any team members who report to you do the same
- Work toward the charity's vision and mission, and act in line with its values of dedication, innovation, partnership, energy and respect.
- Be aware of and have a good understanding of Health and Safety at Work and the Fire Procedure and understand the correct action to be taken in the event of a fire
- To undertake any additional relevant duties as required

This job description is not exhaustive, and the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.



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