



# Philanthropy Manager



## Candidate Pack

- Location:** Hybrid working, working two days a week from Ronald McDonald House or Office
- Salary:** £47,500 per annum
- Contract:** Permanent contract, full-time, 35 hours/5 days a week
- Reports to:** Head of Philanthropy
- Closing date:** 16<sup>th</sup> September, midnight

### Job role:

As part of our newly formed Philanthropy Team, the Philanthropy Manager will be responsible for designing and delivering a high-value major donor strategy to drive income in support of core programmes and capital projects. This pivotal role will focus on identifying, cultivating, and securing significant gifts from high-net-worth individuals, while building lasting, meaningful relationships through thoughtful engagement and stewardship. The Philanthropy Manager will also support in establishing a high-performing Capital Appeal Board, supporting its members to leverage their networks and secure transformational funding.

Collaborating across departments and reporting to senior leadership, the post holder will ensure strategic alignment, inspire confidence among stakeholders, and contribute to the long-term growth and sustainability of the Charity's philanthropic income.

[Notes from  
our leadership](#)

[Why work  
for us?](#)

[About  
the role](#)

[Our  
employees](#)

[How to  
apply](#)

# 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.



## Louise Firth, Director of Engagement

Our mission at Ronald McDonald House Charities UK is rooted in a deep understanding of the emotional and practical challenges families face when their child is in hospital far from home.

We are committed to helping families cope and providing the support they need throughout their child's medical journey. We are excited to welcome like-minded individuals who share our passion and values. We hope you'll consider joining our team to help us achieve our mission.

At Ronald McDonald House Charities UK, engagement means building meaningful relationships with supporters, partners, and communities to inspire action, deepen loyalty, and advance our mission. This principle underpins our entire organisational impact strategy.

We know we can't deliver our much-needed services alone. To expand our reach and deepen our impact, we must engage and collaborate with many more people. By doing so, we aim to inspire greater awareness, action, and support for our work.

Our new five-year Impact Strategy sets out a bold vision: to serve more families and serve them better. Last year, I had the privilege of joining Ronald McDonald House Charities UK to lead a new directorate that brings together income generation, marketing, and communications. Together with our dedicated Board of Trustees, colleagues across the organisation, and colleagues across our global system, we are committed to transforming our income to bring this strategy to life.

This is a pivotal moment for Ronald McDonald House Charities UK. We are preparing to launch a dynamic new Engagement Strategy to fuel our growth – and we need passionate, talented individuals to help us make it happen. By fostering a diverse and inclusive workplace, we believe we can unlock innovation, collaboration, and excellence in everything we do. If you share our commitment to supporting families with children in hospital and want to be part of an exciting new chapter in our journey, we would love to hear from you.

Thank you for considering this opportunity. We look forward to learning how your skills and experience align with our mission – and how, together, we can make a lasting impact.

# 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 service 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 Philanthropy Lead role

## Key responsibilities:

### Develop and Implement a Major Donor Strategy

- Design and execute a strategy to identify, cultivate, solicit, and steward major donors capable of contributing significant gifts
- Meet income targets aligned with the Charity's growth strategy, to fund both core programmes and capital projects
- Establish robust processes and systems for managing donor relationships

### Solicitation and Stewardship

- Lead on crafting compelling cases for support, proposals, and presentations to secure major gifts
- Personally solicit significant donations, working closely with Senior Leadership, the Capital Appeal Manager, Programme Manager, and Special Events Team
- Build and maintain long-term relationships with major donors, ensuring exemplary stewardship and reporting to demonstrate the impact of their gifts



### Donor Identification and Cultivation

- Research and identify prospective high-net-worth individuals with the capacity to support the appeal
- Develop tailored engagement plans for each prospect, ensuring a personalised and professional approach to relationship building
- Organise and attend donor meetings, events, and site visits to inspire and engage potential supporters

### Capital Appeal Board Development

- Work with Senior Leadership and the Capital Appeal Manager to identify, recruit, and engage influential and well-connected individuals to form the Appeal Board
- Provide strategic guidance and support to the Appeal Board, ensuring members are equipped to leverage their networks and secure major gifts
- Assist with Appeal Board meetings, providing regular updates on progress and fundraising opportunities

### Collaboration and Reporting

- Work closely with colleagues in other income streams to identify warm prospects from existing networks and collaboratively create robust stewardship plans
- Work closely with wider teams including Communications, Finance, and Service Delivery, to ensure alignment and successful delivery of the philanthropy strategy
- Provide regular updates/reports to Senior Leadership on progress, challenges, and successes
- Maintain accurate records of donor interactions and progress using the Charity's CRM system

## Knowledge & Experience:

- Proven track record of securing five to six-figure gifts from high net-worth individuals, including cold prospects, demonstrating confidence in donor acquisition
- Skilled in network mapping, prospect research and business development
- Exceptional interpersonal and relationship management skills, with the ability to engage and inspire a wide range of stakeholders
- Strong strategic thinking and planning skills, with the ability to prioritise and deliver results under pressure
- Excellent written and verbal communication skills, with experience crafting persuasive cases for support
- Familiarity with donor research tools, CRM systems, and fundraising best practices
- Experience setting up or working with high-performing Appeal Boards or similar committees (desirable)



# 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.



66 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.



66 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



Rachel Berry from The Talent Set is the exclusive recruitment partner for this campaign



**To submit your application, please email:**  
[rachelberry@thetalentset.co.uk](mailto:rachelberry@thetalentset.co.uk)

The Talent Set are committed to diverse and inclusive recruitment practises that ensure equal opportunity for everyone, regardless of race, sexual orientation, mental or physical disability, age or gender. We encourage applications from all backgrounds and will happily make adjustments to always ensure a fair process.

To discuss the role before applying:



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[rachelberry@thetalentset.co.uk](mailto:rachelberry@thetalentset.co.uk)

## ► 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.

