

Recruitment Pack

Head of Community Events and Engagement

April, 2024

Tommy's
Together, for every baby

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Welcome from Kath Abrahams, Chief Executive



Hi,

Are you someone with a passion to change the world? Do you think it's unacceptable that 1 in 4 families endure the heartbreak of losing a baby? Do you want to save babies' lives and give children the best start in life? If so, we'd love you to consider joining our team.

There are 250,000+ reasons why Tommy's is important. That's the number of little lives lost through miscarriage, stillbirth and premature birth every year in the UK. We think that's unacceptable.

Our mission is to halve this number by 2030, and we're well on our way to achieving this. We're doing so by funding medical research to discover new treatments and implementing best practice around the NHS while we support families with evidence-based pregnancy information.

For everyone here it's more than just a job. We all truly want the same thing: a world where pregnancy and birth is safe for everyone, and babies have the healthy start they deserve. That's why Tommy's work is focused on reaching the most vulnerable women, and women who are at the highest risk of pregnancy complications and baby loss. This is predominately Black women, Asian women, women from other minority ethnic groups, women with underlying medical conditions and those who are the most socially disadvantaged in our society.

We want to make the UK the safest place in the world to give birth. But we can only do this by eliminating health inequalities in maternity care. Losing a baby in 2023 shouldn't be determined by where you live or by the colour of your skin.

How do we do this? Tommy's is a medium-sized charity, but we think and deliver big. We are focused in meeting our goals, but we also want everyone to have a healthy work-life balance and feel well looked after. The wellbeing and personal development of our colleagues is a priority for us.

But don't just take my word for it. In our 2022 annual staff survey over 90% of the team feel teamwork is encouraged, that their director and line manager provides great leadership, and that we act with integrity. Our team also overwhelmingly feel this is a place where they can grow both professionally and personally.

I hope you will consider applying and joining the Tommy's family.



Kath Abrahams, Chief Executive

A bit about Tommy's



Tommy's was founded in 1992 ago by two obstetricians at St Thomas' Hospital, frustrated that they couldn't answer that simple question asked by too many parents: 'Why did my baby die?'

We are the largest charity funding research into the causes of miscarriage, stillbirth and premature birth. We also provide information for parents-to-be to help them have a healthy pregnancy and baby.

Miscarriage and stillbirth should not be seen as 'bad luck'

Parents who suffer from miscarriage, stillbirth or premature birth may have heard one or more of the following common phrases:

'It's nature's way'

'You've just been unlucky'

'At least you can get pregnant'

Would this be an acceptable thing to say to someone who has a long-term health condition or disease?

We are supported by people who refuse to accept that a baby's death is just 'one of those things'. The people who support us want to do something about the lack of research and information around pregnancy issues. Like us, they believe every parent has the right to a healthy pregnancy and baby.

Our research saves lives

We currently fund 4 research centres in the UK that investigate causes and find treatments for miscarriage, stillbirth and premature birth and improve maternity care across the UK. There are plans in place to fund a brand new centre opening in 2023 which will focus on preventing premature birth.

Our research centres also have clinics where we provide specialised antenatal care for women who are at high risk of having miscarriage, stillbirth and premature birth. They also have an opportunity to be part of our research through taking part in trials for pioneering new treatments.

They are under the care of a team of people who have a huge amount of knowledge, experience and understanding of the psychological effects of pregnancy loss.

Together with our teams of scientists and clinicians, they are helping us provide the evidence that will make antenatal care better for all.

We support parents-to-be

We feel it's important to provide free, accurate and up-to-date information for medical professionals and parents-to-be around healthy pregnancy. We do this through our PregnancyHub.

Mission and impacts

Our mission is to halve the number of babies that die in pregnancy or birth by 2030, and to reduce the number of babies born prematurely. We believe we've got the formula right for achieving this, because of the positive impact we've had to date:

50%

Stillbirth rates have halved in the UK since 2000



We can now spot who is at risk and we have pioneered predictive tests and treatments to improve outcomes

90%

of women attending a Tommy's pre-term birth clinic take home a full-term, healthy baby

100%

of parents attending a specialist Tommy's clinic for parents who've experienced stillbirth take home a healthy baby



Our pregnancy information services reach 70% of all pregnant women



Our campaigns are reaching millions and prompting behaviour change that is saving lives



Tools and guidelines created by Tommy's have been taken up by the NHS and midwives UK-wide

Future plans

Our main goals are:

- **Grow evidence**, because baby loss and pregnancy complications aren't 'just one of those things'.
- **Improve care**, because everyone should be provided with the best care and support.
- **Tackle inequalities**, because everyone deserves the same opportunities for a healthy pregnancy and birth.
- **Mobilise for change**, because together, we will make pregnancy safer and save babies' lives

What's more, we want to better support partners, reach more men, tackle pre-conception health, drive more behaviour change to make pregnancy safer, continue to break the silence around baby loss and so much more!

Benefits of working here



An overview of the full range of contractual and non-contractual benefits Tommy's people can get.

- ❖ **25 days' paid holiday**, increasing by 1 day (after two years of service), up to 30 days after you have been with us for 5 years. Paid bank and public holidays on top.
- ❖ **Buy up to 5 extra days of holiday**, and spread the cost over the whole calendar year if you want. No qualifying period – you can start this from Day 1.
- ❖ **6 'flex' hours to use each month** to suit your lifestyle. Come in late, leave early or extend the weekend to suit your lifestyle – just make up the working hours within the fortnight.
- ❖ **No long-hours culture.** We work hard within our contractual hours, but we strongly discourage late working. We value the quality and efficiency of your work – not the length of time you put in.
- ❖ **Have a proper lunch break!** We insist our people have their lunch away from their desks, so you should always get a proper break. No one should work through their lunch at Tommy's.
- ❖ **And 'health breaks'**– have a long lunch (2 hours), and just make up the time on the day. No special arrangements to make.
- ❖ **Recognition of private time and space for prayer / religious observation** - just speak to your manager.
- ❖ **2 weeks' fully paid Sabbatical** after 5 years' completed service
- ❖ **Social committee** - Breakfast club, book club, karaoke, cinema, or just a good meal out: all suggestions are welcome, and everyone is invited to join in.

- ❖ **Be part of some of the greatest mass-sporting events in the UK** – our wonderful supporters run in the London Marathon and take part in Tommy's ground-breaking London Landmarks Half-Marathon, as well as many other community events across the country. As a Tommy's colleague you'll get to join in the fun and make sure our supporters have the best possible experience – and of course get Time Off in Lieu (TOIL) for the time you put in.
- ❖ **Keep your work and home life separate.** We like our colleagues to enjoy their personal life as well as their working life. No-one is expected to address work matters outside of working hours unless it's a pre-arranged event.
- ❖ **Career-development.** All our colleagues are encouraged to join in career-development discussions. As Tommy's goes from strength to strength, we want to know how you would like your career to grow with us. A quarter of our people have been with Tommy's for 4 years or more.
- ❖ **Season-ticket loan scheme** – or use the loan to buy a bike. Spread the cost of your purchase with an interest-free loan from Tommy's, after your probationary period is completed.
- ❖ **Free eye tests** – get your sight tested and Tommy's will refund the cost of the test. And there's a £50 contribution from Tommy's if you are prescribed glasses - even if they are not for computer use.
- ❖ **Home working allowance** - claim up to £50 per year on any home working equipment you may need
- ❖ **Company sick pay** - We have a great attendance rate at Tommy's, but if you are sick in any rolling 12 month period you can qualify for up to 20 days' full pay. If you are sick within your probation period, you are entitled to 50% of this allowance.
- ❖ **Compassionate leave** - Unfortunately you may experience personal difficulties, such as a bereavement which may affect your work. As a result we offer 5 days of paid compassionate leave (pro-rata for part time employees) to assist employees during this period.
- ❖ **Parental Bereavement leave** - The pain of losing a child is incomparable, and in the unfortunate circumstance this should happen, we offer up to two weeks paid leave to support our employees during this painful time.
- ❖ **Enhanced maternity & parental leave pay** - No surprise here, babies are close to our hearts! We are mindful of the financial impact that may come with having a new bundle of joy, and as a result offer both enhanced paternity and maternity pay
- ❖ **Training** - We offer a number of different training programmes to assist with your personal development, such as structured training for line managers and other role specific training - to be agreed with your line manager
- ❖ **Pension scheme** - You'll be enrolled in the first month of you starting: stay in the scheme if you wish, or opt out if you prefer. Contribution rate is 4% employer and 4% employee.
- ❖ Centrally located, attractive offices – with a wide range of shops, cafes and bars right on the doorstep.
- ❖ **Hybrid Working** - Tommy's employees are required to be in the office a minimum of 2 days per week and are provided with a laptop to facilitate this.
- ❖ **Brilliant people doing their jobs well!** This is who we are: come and talk to us!

Equality and diversity

At Tommy's, we know how important it is to recognise and value differences in our team. That's how we can build a passionate, effective workforce who are all driving together to meet our vision to halve the number of babies who die during pregnancy and birth by 2030.

We are committed to making our organisation a place where everyone is treated fairly, has the same opportunities, is supported to achieve their very best and feels welcome, included and part of the Tommy's team.

Our Equality, Diversity and Inclusion group is at the heart of our workplace and strives to make Tommy's an organisation whose work and culture reflect the families that we work with, our supporters and the baby loss community as a whole.

We strive to create an inclusive culture where people feel valued, involved and appreciated, with a sense of belonging regardless of their differences. We aspire to achieve this by learning from peoples' lived experience, listening to their views, adjusting how we interact with our staff and reviewing processes, training and policies to ensure they align with our goal of being an inclusive employer.

Our vision

Tommy's is here for every baby, parent and parent-to-be. Whoever you are or wherever you live, everyone should be able to have a healthy pregnancy and baby and we want to bring about change so fewer babies die during pregnancy and birth. Black women, Asian women and women from other diverse ethnic groups are currently the most vulnerable and high-risk when it comes to pregnancy outcomes.

Workplaces that welcome parents and pregnant people and are diverse in age, ethnicity, gender identity, marital or civil partnership status, race, religion and belief, sexual orientation, physical or mental abilities are better and more innovative organisations and more representative of those we seek to help.

Tommy's embraces and harnesses the talents, skills and experiences of everyone who wants to help us in our mission to make pregnancy and birth safer for all. We are determined to be an organisation that truly values what all people can contribute to our cause and passionate about helping everyone who needs our advice and support.

Our recruitment process could involve one or more interviews; a written or oral assessment; and the online completion of psychometric questionnaires. If you are invited to an interview and you have a disability or condition which could impact on your ability to participate in Tommy's recruitment process, please let us know before your interview by emailing the Manager who is recruiting for this position.

We will be very pleased to make any reasonable adjustments to our recruitment process that are necessary to accommodate any long-term medical condition or disability you have. If you share such information with us, we will keep it confidentially, and we will only use it to make sure that we fulfil our employer responsibilities towards you.

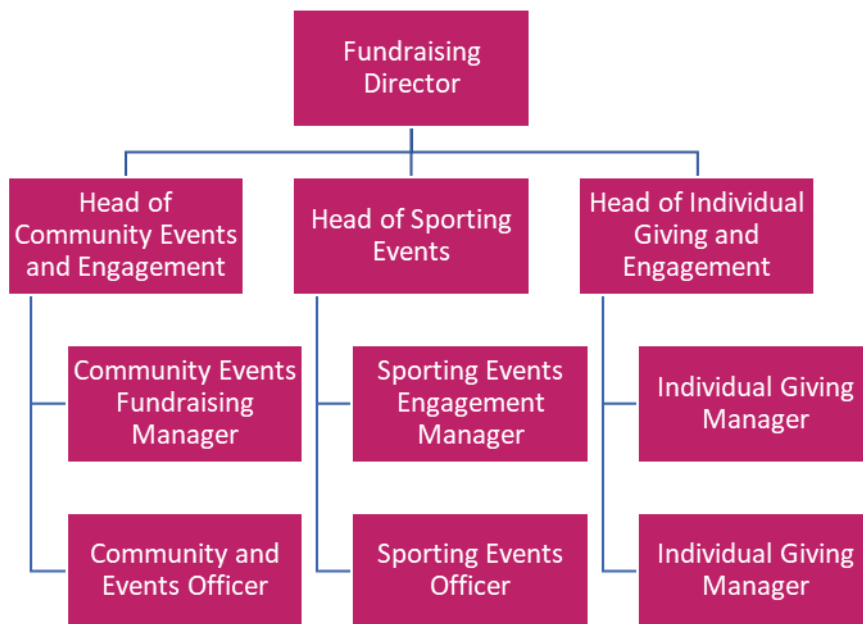
We will only keep it for as long as we need to, and we will destroy it confidentially by shredding.

Role details

Place of work	Nicholas House, 3 Laurence Pountney Hill, London, EC4R 0BB Hybrid working pattern (minimum of 2 days per week in the office)
Salary	£49,000 - £53,000
Contract type	Permanent
Reports to	Fundraising Director
Hours	Monday to Friday, 9:00am to 5:00pm

Team description

We are looking for a highly skilled fundraiser to join our ambitious Fundraising team and lead our community events and engagement strategy. You will be part of a team of Heads of Fundraising covering Trusts & Statutory, Philanthropy, Corporate Partnerships, Sporting Events, Community Events & Engagement, Individual Giving & Engagement and Data. You will work collaboratively across the Mass Fundraising teams and have 2 direct reports.



Person specification

<p>Position purpose:</p>	<p>To lead the community fundraising team actively engaging with and growing our community fundraisers through:</p> <ol style="list-style-type: none"> 1. Delivering a community fundraising and engagement strategy that inspires action and giving from our community fundraisers. 2. Delivering our bi-annual children's activity sponsored events (Splashathon, Danceathon and Sensathon) and recruiting and onboarding new partnerships. 3. Developing new community mass participation fundraising events and products.
<p>Major/Key Responsibilities:</p>	<ol style="list-style-type: none"> 1. Deliver a community fundraising strategy for growth with a focus on product and mass participation event development that is aligned with mass fundraising (Community Events, Sporting Events and Individual Giving) and the wider Tommy's organisational strategy. 2. Produce and effectively manage annual plans, budgets and key performance indicators for community fundraising income generation. Analyse income and expenditure monthly, reporting on variances and forecasting future results. 3. Lead and develop the community fundraising team so that they are united behind delivering the strategy. 4. Work collaboratively with the Community Events Manager to deliver and grow Tommy's portfolio of children's activity sponsored events so that they run on time and to budget, meeting KPIs. Identifying events with potential to grow and design/implement plans to increase participation and overall value. 5. Support the Community Fundraising team to meet KPIs for existing community fundraising products (Rainbow Challenge, Tea for Tommy's, Tommy's Children's Carols) and the online shop. 6. Evaluate events and products, ensuring that through data insight and results we maximise opportunities for engagement and growth year on year. 7. Develop and cultivate a new business pipeline for children's activity partnerships and win new partnerships worth £200k+. 8. Develop innovative and evidence-based new community fundraising products and mass participation events in collaboration with the Marketing team. 9. Manage key external relationships with our partners and other key stakeholders together with the Community Events Manager and Fundraising Director. 10. Meet annual community income targets and agreed KPIs. Monitoring and reporting on all community fundraising activity and outputs to the Fundraising Director. 11. Ensure that community fundraising activity is in line with compliance and best practice as per ICO and the Fundraising Regulator and our Fundraising Ethical Policy.
<p>Measures:</p>	<ul style="list-style-type: none"> • Community fundraising income raised overall and Return on Investment • Per children's activity event: <ul style="list-style-type: none"> ○ Income ○ Number of clients fundraising ○ Average amount raised ○ Partner and Franchisee feedback • Community product and event delivery and income • New partnerships won & retained; Value of partnership pipeline • New community fundraising products developed and launched – with good ROI • Community Stewardship events/activities
<p>Scope:</p>	<p>As Head of Community Events & Engagement you would lead all Community fundraising activity. The role would work with other parts of Tommy's including Marketing on product development, all Heads of Fundraising, the wider Fundraising and Finance & Support teams.</p>

Authority/Decision Making:	This role will be able to make the majority of decisions relating to Community fundraising in consultation with the Fundraising Director. The role will take the lead on the Community fundraising income and expenditure budget and future projections.	
Challenges:	The need to diversify and develop new business that inspires our supporters is vital. We need to offer community fundraising options (mass participation events/products) for our growing Tommy's community that help us to grow this income stream sustainably.	
Key Contacts:	Internal	External
	Director of Fundraising Community Events Fundraising Manager Community and Events Officer Mass Fundraising teams Head of Data Deputy Director Finance Marketing team	Children's activity partners (Water Babies, WOW World Group, babyballet) Tommy's Children's Carols committee Fulfilment providers Online fundraising platforms
Qualifications:	Required	Desirable
		❖ Institute of Fundraising qualification or equivalent
Experience:	Required	Desirable
	<ul style="list-style-type: none"> ❖ Demonstrable experience (5-year minimum) of community fundraising income development. ❖ Demonstrable experience of success, including track record of achieving targets, in a fundraising environment. ❖ Demonstrable experience of developing and managing high-level partnerships/events at the six-figure level. ❖ Demonstrable experience of working with senior stakeholders to deliver successful fundraising events including partners, agencies and other third parties. ❖ Demonstrable experience of developing and implementing new fundraising products/events. ❖ Demonstrable experience of establishing a new strategy and working collaboratively to turn this into activity plans and deliverables. ❖ Demonstrable experience of successfully leading a team, including examples of supporting team members to develop their skills. 	<ul style="list-style-type: none"> ❖ Experience of developing and delivering new mass participation events from scratch ❖ Experience of developing 'in memory' fundraising and engagement products/events ❖ Experience of fundraising for a medical research charity

Skills required

	Required	Desirable
<p>Qualities, Skills & Knowledge:</p>	<p>Knowledge of:</p> <ul style="list-style-type: none"> ❖ Broad and deep fundraising knowledge which covers: <ul style="list-style-type: none"> -relationship fundraising principles including motivating and engaging supporters -the process and key success factors for community fundraising - how to develop community fundraising products - fundraising platforms - best practice marketing ❖ The community fundraising landscape. ❖ Best practice with regards to Fundraising Code, Data Protection and risk management. ❖ Principles of good leadership and management. ❖ GDPR/data protection principles and how they apply to fundraising <p>Aptitude & skills</p> <ul style="list-style-type: none"> ❖ Full range of management and leadership skills, including ability to: <ul style="list-style-type: none"> - establish departmental objectives - delegate responsibility - use own and team resources effectively - drive forward change, bringing colleagues with you using influencing and negotiation skills; - and understanding of accountability for actions made by team members, as well as own actions. ❖ First-class project management skills including implementing evaluation and learnings. ❖ Excellent written and verbal communication skills. ❖ Excellent relationship-building skills. ❖ Excellent organisational skills, working to deadlines with multiple priorities. ❖ Numerate and confident working with budgets. ❖ Ability to establish credibility with stakeholders and work with them effectively. ❖ Ability to work effectively and positively as a team member of the fundraising department. ❖ Proactive in driving your personal development. ❖ Ability to positively seek feedback on quality of work from colleagues and act on development areas. ❖ Ability to positively manage difficult situations that may occur. ❖ PC Microsoft Word, Excel and PowerPoint so that no further training is required to do the job. ❖ Database skills and a good understanding of how to use data and insight to inform planning/strategy and project delivery. <p>Qualities</p> <ul style="list-style-type: none"> ❖ Tenacious and determined to meet and exceed targets. ❖ 'Can do', positive attitude ❖ Team player <p>Languages: Professional fluency in English</p>	<ul style="list-style-type: none"> ❖ Experience of setting up new fundraising events from scratch on a fundraising platform ❖ Raisers Edge NXT
<p>Competency Success Profile:</p>	<p>Proactive: Takes Initiative, Competitive, Driven to get things done, Positive response to pressure</p> <p>Quick to Connect: Fluent, Fast-talking, Lively, Enthusiastic</p>	

Tommy's values

We are **evidence-driven**: we fund, find and follow evidence, and it guides us in achieving the greatest impact.

We are **inclusive**: we put tackling inequity at the heart of everything we do and treat everyone with empathy, consideration and care.

We are **collaborative**: we know we're stronger when we work together in true partnership with communities.

We are **courageous**: we are bold and unafraid to challenge established systems and thinking.

Data protection

Tommy's collects information about its job applicants, employees and others. Such information is collected and used fairly, stored safely, not disclosed unlawfully and destroyed when it is no longer required.

A copy of Tommy's Employee Data Protection and Privacy Policy, including Retention of Employee Records, is available on request from Tommy's Data Protection Officer.

Find out more

tommys.org

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