

# Applicant Information Pack

Director of Fundraising,  
Marketing and  
Communications

June 2024





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**A Welcome from  
Paul Whiteing,  
Chief Executive**

Dear applicant

Thank you for your interest in the role of Director of Fundraising, Marketing and Communications at Action against Medical Accidents (AvMA).

This new role sits at the heart of our work and our 5-year strategy for 2024/29. Our strategy is an ambitious one and underpins our vision that people who suffer avoidable medical harm get the support and outcomes they need. Our strategic priorities are designed to address that vision. However, we know that we cannot achieve this in isolation, and partnering with others is key. And these partnerships will need to extend to funding support, bringing in money and additional resources to help us deliver against our ambition.

That is where this new post will play a pivotal role in helping us to design plans to deliver additional income through a combination of fundraising, marketing and communications effort that together widen our reach, empower more people and deliver our strategic aims.

This role is a new one, which means you have the opportunity to work with the wider leadership team and me to help shape the plan and develop the fundraising opportunities, raising our profile, expanding our reach and helping people from a range of communities find us and get the valuable support they need.

And whilst this role is new, as a charity we are not. Issues related to patient safety are seldom far from the news (and nor are we). We are well-respected and have a strong brand and presence in the patient safety arena. So, whilst in the role you will be building something new, you will be doing so on solid foundations with a strong reputation for authenticity and impact on behalf of those we support and work with.

We hope the information in this pack will tell you enough about us for you to decide whether to apply. If what you read appeals and you would like to come and work with us, then we very much look forward to receiving your application.

If you would like more information about this new and exciting role, you can contact Sarah Divina or Sara Ginn of Action Planning's Recruitment Team, who are managing the recruitment process for us at [sarah.divina@actionplanning.co.uk](mailto:sarah.divina@actionplanning.co.uk) or [sara.ginn@actionplanning.co.uk](mailto:sara.ginn@actionplanning.co.uk)

Thank you again for your interest in working with us,

**Kind Regards,  
Paul Whiteing  
Chief Executive**

## ABOUT AVMA (ACTION AGAINST MEDICAL ACCIDENTS)



Action against Medical Accidents (AvMA) is the independent UK wide charity for patient safety and justice, established over 40 years. AvMA is widely credited with both having put “patient safety” on the map and having brought about huge advances in access to justice for those patients who have been affected by lapses in patient safety (“medical accidents”).

AvMA is a unique organisation for many reasons, not least because we provide free advice and information to members of the public who have suffered injury as a result of negligence or substandard medical treatment. Our core advice services are our Helpline (open five days a week), written advice and information, and pro bono inquest service. Through these services we help over 2,500 people a year, including signposting to accredited medical negligence solicitors where appropriate. We are constantly reviewing how best we can develop services to best meet unmet needs, and we have a focus on providing up to date information through our self-help leaflets available from the website.

AvMA also enjoys a special relationship with lawyers practising in clinical negligence and medical law. We accredit specialist clinical negligence solicitors and are in the process of rolling out a Certificate of Competence scheme to help support junior lawyers working towards AvMA Panel accreditation.

AvMA is keen to make the best use of information technology to ensure that the public can access the information they need in a variety of different forms. We pay particular attention to ensuring that our information leaflets are fully up to date, relevant and easily accessible from the AvMA Website.

More generally, AvMA seeks to use the intelligence it gathers from those it supports in order to identify trends and issues which, in turn, helps inform its campaigning agenda and policy development.

### Strategy and Impact

Like most people, we are passionately committed to the NHS and the values that underpin it. We want it to be the best service it can be and with a just culture to match. And when it is not the best, we will not shy away from saying so and

campaigning for improvements, as we know that the people we support expect us to do that on their behalf. This extends to private healthcare which also serves people we support and assist.

Our vision for what we want to see is a simple one: People who suffer avoidable medical harm get the support and the outcomes they need. This vision is underpinned by four objectives. Between them, we believe, they will transform trust in the NHS and healthcare generally, and significantly cut the cost – financial and human – which is incurred annually in settling legal claims as well as dealing with the human costs associated with traumatic medical injuries and death. Our four key objectives are:

- To expand the range of communities we serve and so enable more people experiencing avoidable harm to access services from us that meet their needs
- To empower more people to secure the outcomes they need following an incident of medical harm, whilst providing caring and compassionate support
- To eliminate compounded harm following avoidable medical harm
- To have the necessary diversity of sustainable resources and capacities to deliver

[You can read more about our strategic plan here.](#)

### People

Our people are our greatest asset. AvMA currently employs approximately 21 staff (a number of whom are part-time), bringing a wide range of skills, experience and passion for what AvMA stands for. AvMA also benefits from a pool of dedicated volunteers and an excellent board of trustees.

### General Information

AvMA does not benefit from any government grants or similar funding, so we are keen to expand our income generation capabilities to enable us to maintain our independence and impartiality, and focus on our core aims, patient safety and access to justice.



## ABOUT THE ROLE

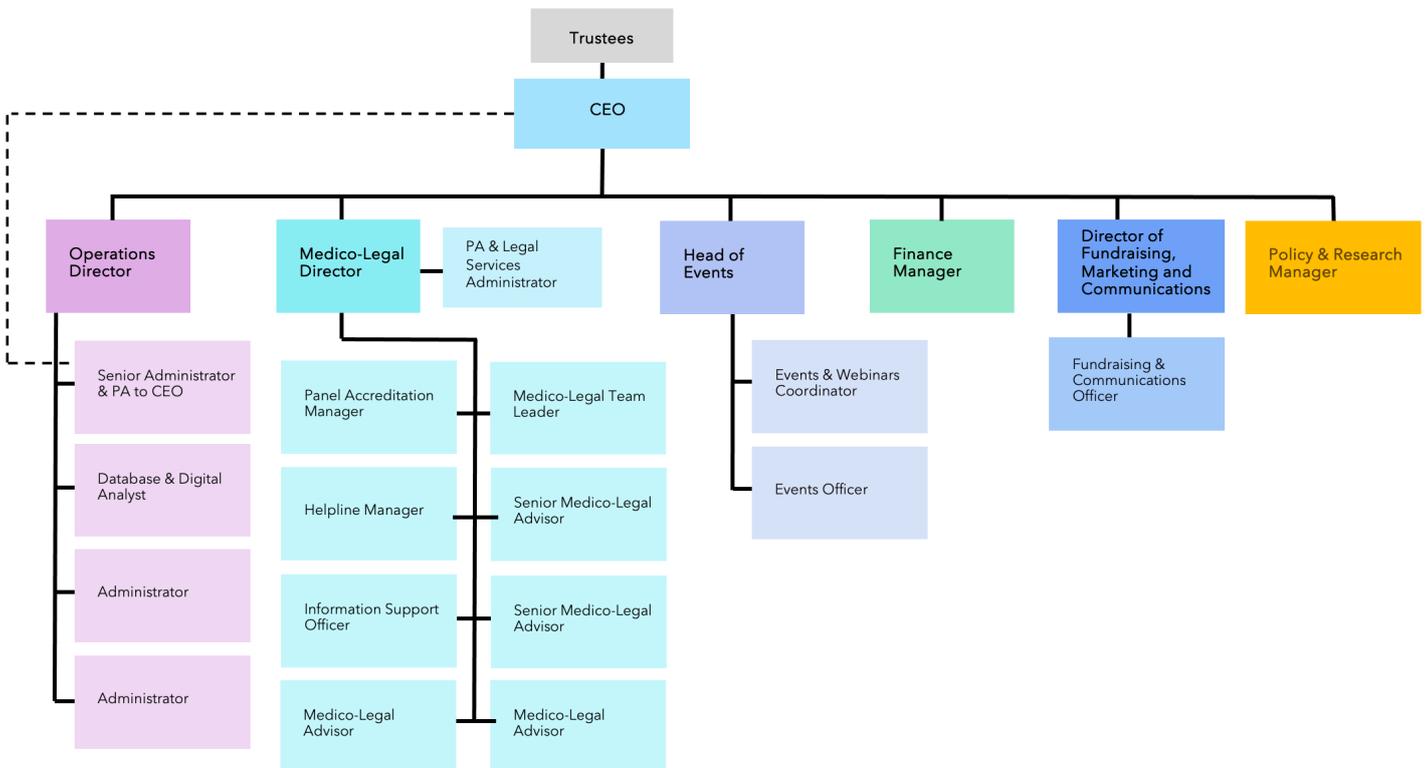


Director of Fundraising, Marketing, and Communications will join the Senior Leadership Team and work closely with the CEO to drive the diversification of our income streams, enhance our public profile, and develop robust marketing and communications strategies to support our mission of preventing medical accidents and supporting affected individuals.

This is a new post, and the successful post holder will have the opportunity to shape and develop the role, the team and full suite of strategic objectives and activities to help support AvMA’s mission, vision and values.

The Director of Fundraising, Marketing, and Communications reports directly into the Chief Executive and will manage our Communications and Fundraising Officer.

## ORGANISATION CHART





Trinidad Labs  
Scientist  
Dr. Smith  
Room 101

## JOB DESCRIPTION



### MAIN DUTIES:

#### 1. Fundraising Strategy Development and Implementation:

- Develop and execute a comprehensive fundraising strategy to diversify income streams to contribute to a robust and healthy income to support the work of AvMA - with a particular focus on individual giving, corporate sponsorships, major donors, grant-making trusts, and legacies.
- Set and achieve ambitious fundraising targets, ensuring sustainable growth.
- Further develop our Direct Marketing strategy to include growing the number of supporters and donors on the database.
- Identify new funding ideas and activities across all income streams.
- Build AvMA's collective knowledge of and confidence in being a part of the mainstream charity sector, and of funding trends and opportunities, so that the AvMA can strengthen its annual revenues.

#### 2. Marketing and Communications

- Develop an overarching marketing and communications strategy to increase AvMA's visibility and public appeal across a range of markets.
- Oversee the development and management of AvMA's brand identity and positioning, ensuring all communications are effective and elevate AvMA's work.
- Have overall responsibility for external communications, liaising with the CEO as needed.
- Enhance AvMA's website, social media presence, and all printed and electronic collateral to effectively communicate our mission and impact across a number of digital channels as well as with physical presence at conference and exhibitions.
- Build the capacity of all colleagues to engage in effective communications activity, externally and internally.
- Create new compelling narratives and stories that effectively communicate and elevate AvMA's work.

- Ensure effective implementation, operation, monitoring and review of all digital and social media strategies, including website maintenance and development.

#### 3. Team Leadership and Development

- Provide strategic direction, mentoring, and support to our Communications and Fundraising Officer, and any other staff recruited to this team.
- Foster a culture of high performance and continuous improvement.

#### 4. Stakeholder Engagement

- Cultivate and maintain relationships with key stakeholders, including donors, corporate partners, and grant-making bodies.
- Act as an ambassador and represent AvMA at external events, conferences, and meetings to enhance the organisation's profile and network.

#### 5. Data Management and Analysis

- Implement robust data collection and management systems to track fundraising performance and marketing impact.
- Use data insights to inform strategy adjustments and improve outcomes.

#### 6. Budget Management

- Develop and manage budgets for fundraising, marketing, and communications activities.
- Ensure efficient and effective use of resources to maximise ROI.

#### 7. Other Duties

- To undertake other duties as required commensurate with this post.

## PERSON SPECIFICATION



### THE ESSENTIALS

- Proven experience of successful achievements in senior fundraising, marketing, and communications roles, preferably within the non-profit sector.
- Demonstrable results in developing and implementing multi-faceted fundraising strategies.
- Strong understanding of brand development and management.
- Understanding of effective communications campaigns, and how to manage a high-quality communications function which delivers on brand, digital, production, PR and campaigns.
- Significant people management skills, with the ability to coach and motivate others to achieve.
- Understanding and experience of working within the requirements of the Code of Fundraising Practice and data protection legislation.
- Excellent communication and interpersonal skills, with the ability to engage and inspire a wide range of stakeholders at all levels.
- Experience leading and developing high-performing teams, able to support other colleagues in income generation
- Strategic thinker with strong analytical skills and the ability to interpret data to inform decision-making.
- Ability to work autonomously and manage multiple priorities in a fast-paced environment.
- Up to date knowledge of fundraising best practice.

### DESIRABLE

- Experience of senior management in an organisation, inputting to wider organisational goals and strategic planning, and reporting on plans and outcomes to the CEO and Board of Trustees.

## OUR SALARY AND BENEFITS PACKAGE



We are able to offer the successful applicant a highly competitive salary and benefits package

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<b>Salary</b>	£75,240 - £79,302 point 56 on the salary scale rising to point 59. Annual increments are paid until the top of the scale is reached. A discretionary cost of living increase is usually applied each year in addition.
<b>Hours of work</b>	35 hours a week (full time).
<b>Location</b>	Remote role. Although staff predominantly work from home, we place huge value on working as a team and supporting each other. There is an expectation that AvMA staff will get together in person at least three times a year at the office, currently in Croydon; the Staff Days are well structured, collegiate and help the organisation to maintain the emphasis on playing as a team.
<b>Holiday</b>	25 days a year (full time), plus bank holidays. An additional day's leave is acquired for each year of service up to five days. In addition, the office closes over the Christmas break for 3 days, for which annual leave does not have to be taken.
<b>Pension scheme</b>	We also offer a stakeholder pension where the charity will provide a 5% contribution based on qualifying earnings if the employee pays in at least 3%.
<b>Training and development</b>	We aim to create a learning environment that enables all our employees to be proficient in their job and to feel that they make a valuable contribution to the Charity's overall achievement. You will be able to request time to train or to undertake accredited programmes leading to a qualification, or, for unaccredited training, request assistance to help you develop skills related to your job.

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## HOW TO APPLY

The closing date for applications is 9am Monday 22 July 2024.

Applications should be sent by email to [sarah.divina@actionplanning.co.uk](mailto:sarah.divina@actionplanning.co.uk)

Please enclose:

- A full CV, including educational and professional qualifications, full employment history showing the more significant positions, responsibilities held, relevant achievements, budget and staff responsibilities. Please include details of your latest remuneration and benefits.
- A covering letter, of no more than two pages in total, summarising your proven ability to address the areas set out in the Job Description and Person Specification and your reasons for applying.
- A completed Personal Details Form – available on the Action Planning website at [www.actionplanning.co.uk/jobs-board](http://www.actionplanning.co.uk/jobs-board)

If you have any questions about this post, please address them in the first instance to [sarah.divina@actionplanning.co.uk](mailto:sarah.divina@actionplanning.co.uk)

All applications will be treated as confidential.

All applications will be considered after the closing date and candidates informed if they have been shortlisted for first interview as soon as possible.

Initial screening will be conducted by Sara Ginn, Consultant, Action Planning primarily during week commencing 22nd July 2024.

We aim to conduct interviews in person at a location in London across the 20th, 21st, 22 and 27th August 2024.



### AVMA

Freedman House, Christopher Wren Yard,  
117 High Street, Coydon, CR0 1QG

[www.avma.org.uk](http://www.avma.org.uk)

Registered charity in England & Wales (299123)  
and Scotland (SCO39683)

### RECRUITMENT CONSULTANT

Sara Ginn,  
Action Planning,  
99 Ashurst Road, Tadworth,  
KT20 5EY