



Moorfields  
Eye Charity



Job information pack

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# Philanthropy officer

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Moorfields Eye Charity, 162 City Road London EC1V 2PD

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Registered Charity No 1140679



[moorfieldseyecharitylondon](https://www.facebook.com/moorfieldseyecharitylondon)



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# Welcome

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Thank you for your interest in the work of Moorfields Eye Charity. We believe that people's sight matters and wish to strengthen our committed and passionate staff team by appointing a philanthropy officer to join our philanthropy team.

We are the main fundraising and grant-making charity for Moorfields Eye Hospital NHS Foundation Trust (Moorfields) and its academic partner UCL (in particular the UCL Institute of Ophthalmology) two world-leading institutions. We invest in life changing eye health by funding innovative research, equipment, patient care and training – benefitting patients in the UK and around the world.

We have ambitious plans. We are putting into action a new five year business plan that will see us grow to expand from our current commitment to raise and fund around £6m annually to become a £10m a year charity. We're delighted to be growing our team to help us achieve this ambitious goal.

We have a phenomenal once-in-a-century opportunity to create Oriel, a new home for eye care, research and education, bringing together Moorfields and the UCL Institute of Ophthalmology. This new centre is expected to open in 2026-27 and will be located near St Pancras in London. Philanthropy will play a critical role in the delivery of Oriel and we're leading a fundraising campaign, in partnership with UCL, to raise £100m to support this.

We both joined Moorfields Eye Charity because we are passionate about eye health and wanted to support the pioneering work of the world-leading partnership between Moorfields and UCL. The years ahead will be a time of exciting transformation for our charity as we play a pivotal role in creating Oriel, embed a culture of philanthropy across the Moorfields family, increase our fundraising and grant-making, deliver our ambitious strategy and make a difference to people living with sight loss.

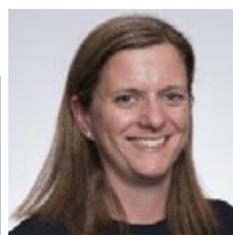
We hope you are as excited as we are by the opportunity to play a key role in that journey and thank you for your interest in joining our team.

**We look forward to hearing from you.**



Robert Dufton  
Chief executive

A handwritten signature in white ink that reads "Robert Dufton".



Rachel Jones  
Director of development

A handwritten signature in white ink that reads "Jones".

# Key information

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## Hours:

Full time (37.5 hours per week)

## Contract type:

Permanent

## Salary:

£29,927 to £35,794

## Annual leave entitlement:

27 days plus bank holidays, increasing after 5 years and 10 years service

## Reports to:

Philanthropy manager

## Probation period:

6 months

## Notice period:

3 months

## Place of work:

City Road EC1, with flexibility to work part of the week from home (agreed for each post individually, depending on the nature of the role)



# About the role

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This is an exciting opportunity for a confident, self-starter to join our supportive and growing team.

Moorfields Eye Charity has an exciting one-in-a-century opportunity to partner with Moorfields Eye Hospital and UCL to create the world centre for the prevention, diagnosis and treatment of eye disease to transform lives, push the boundaries of clinical science, and disseminate knowledge and understanding. This joint initiative, known as 'Oriel', is due to open in 2026.

Philanthropy will be vital in helping establish this unrivalled centre for advancing eye health and, in partnership with UCL, the charity is leading a major £100m campaign to support this initiative (£75m to support the capital element of the campaign and £25m to support research and education).

This is a varied, highly collaborative and strategically focused role that will require you to work independently and confidently, developing important relationships with key, and senior, stakeholders across the charity, hospital and UCL. The philanthropy manager will manage a mixed portfolio of individual, trust and foundation and corporate prospects capable of making significant gifts at the five, six and seven figure level to secure philanthropic support for the campaign and other funding priorities. This role is critical to the successful delivery of the campaign and to the charity's wider and exciting growth ambitions to embed philanthropy and create a step change in the role of philanthropy across the partnership.

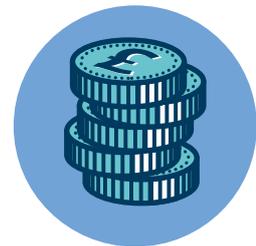
## Impact report, 2021



**£7.56m income raised**



**220 participants in My Eye to Eye, our first virtual event**



**£4.2m in new awards committed**



# Role description

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## Prospect management

- › Manage a portfolio of prospects capable of making major gifts (£10k-£50k).
- › Create bespoke cultivation and solicitation plans that utilise medical staff, researchers, volunteers and senior leadership of the charity, Moorfields Eye Hospital and UCL effectively.

## Delivery and strategy

- › Work with the philanthropy manager to establish personal financial and activity targets, and deliver an agreed activity plan annually.
- › Support the implementation and co-ordination of the major gift team's overall strategy and targets for engaging prospects with Moorfields and maximising philanthropic giving to the charity and the campaign.
- › Qualify new prospects regularly.

## Marketing and reporting

- › Develop materials to support the campaign and other priority fundraising projects.
- › Lead on appropriate projects and represent the philanthropy team on working groups.
- › Develop and prepare written materials and proposals for individual prospects.
- › Ensure that gift pledges are fulfilled on schedule. Monitor project development and prepare progress reports for donors.

## CRM/Data management

- › Ensure full and timely records of all activity are kept on the database in adherence to set policies and procedures.
- › Promote best practice in fundraising across Moorfields.
- › Work in accordance with data protection policies, adhering to best General Data Protection Regulation (GDPR) practice in all activities.

## People

- › Build strong interpersonal relationships with consultants and researchers in order to gather information on health-related projects as well as gain their involvement in the identification, cultivation and stewardship of potential major donors.
- › Communicate philanthropy activities to internal and external stakeholders effectively.
- › Work with a variety of teams including the chief executive, grants and research team, finance and resources, Moorfields and UCL executive leaders, fundraising team at UCL, clinicians, academics and other staff.

## Other duties

- › Any other duties as may be requested from time to time by your line manager.
- › Ensure that all activities are compliant with law, best practice and the charity's policies and procedures.
- › Occasional evening and weekend work as required.
- › As a member of the charity team to conduct your work and self to a high standard of professionalism and timeliness, being responsible and polite with all stakeholders. To be collaborative with, and considerate and supportive of colleagues as we work together to meet the common goal of delivering the charity's strategy to maximum impact.

**A role description is a reflection of the current position and may change emphasis or detail in light of subsequent developments as the charity is a fast-paced environment. Duties may change from time to time, in consultation with the post holder.**

# The person

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**Every role at Moorfields Eye Charity helps ensure our success and there are certain skills necessary to support this.**

**We're looking for someone who has the following experience or demonstrable transferable skills:**

## Knowledge

- › Experience of fundraising.
- › Experience securing major gifts at the five-figure level.
- › Experience delivering excellent levels of supporter care.
- › A thorough understanding and current knowledge of the voluntary sector.
- › An understanding of the principles of major gifts fundraising.

## Skills

- › An ability to devise effective cultivation and solicitation strategies, and to track a portfolio of major gift prospects.
- › An ability to work with a varied group of prospects including individuals, trusts and foundations and corporates.
- › An ability to develop good working relationships with a range of different stakeholders both internally and externally.
- › Excellent oral and written communication skills, including the ability to understand and effectively communicate complex medical projects to a non-academic audience.
- › Excellent interpersonal skills: diplomacy, discretion, tact and persuasiveness.
- › Ability to demonstrate highest level of commitment to donor care and relations.
- › Good IT skills including use of a CRM/Database.

## Personal qualities

- › Strong interest in Moorfields' core activities and commitment to the organisation.
- › Positive and proactive approach to work.
- › Target driven and ability to work to tight deadlines.
- › Ability to build confident working relationships at all levels.
- › Self-motivated, pro-active and solutions focused, with ability to work on own initiative.
- › Trustworthy, reliable and demonstrable discretion.
- › Willing to be part of a busy, friendly team often working to overlapping deadlines.

**The following criteria would be desirable.**

- › Educated to A level or equivalent work experience.

## **Professional development**

**We're committed to your continuing learning and development. All of our team have personal learning and development plans in place that are reviewed, discussed and developed on a regular basis throughout the year. As a charity, we ensure that the time, resources and assistance are set aside to support you and maximise your potential and growth.**

# How to apply

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Find out more and details of how to apply [here](#).

Your application should include your CV and a supporting statement (of no more than 2 pages) which addresses the following points:

- › how your experience applies to the role
- › why this role specifically appeals to you
- › why you want to be part of the team at Moorfields Eye Charity

If you think you could do the role, but don't have all the desirable experience, we would still welcome an application from you.

If you would like to discuss this opportunity further or have any questions about the role, please contact Emma Adams at [emma@charitypeople.ac.uk](mailto:emma@charitypeople.ac.uk)

Final shortlisted candidate(s) will normally have the opportunity to meet members of the team or wider organisation.

