

Job Title:	Philanthropy Propositions Lead
Reporting To:	Director of Philanthropy
Salary:	£31,125 - £39,826
Hours:	37.5 hours per week
Duration:	Permanent
Location:	Alder Hey Children's Charity (based within the hospital), Liverpool / Hybrid-working

Job Purpose:	This is a unique opportunity to shape the future of children's healthcare by developing compelling cases for support and leading fundraising proposition development for one of the UK's most ambitious children's hospital charities. The Philanthropy Propositions Lead will be responsible for creating inspiring, evidence-based fundraising propositions that secure transformational philanthropic support from major donors, trusts and foundations. Working across Alder Hey Children's Charity and Alder Hey Children's NHS Foundation, the postholder will develop and project manage a pipeline of strategic funding opportunities. This will include helping to coordinate the Charity's capital appeal programme, ensuring complex projects progress efficiently from early concept through to successful fundraising and delivery. This role combines exceptional writing, strategic thinking, stakeholder management and project leadership, ensuring every fundraising proposition tells a compelling story of how philanthropy can transform children's healthcare.
Main Duties/Tasks	Case for support and fundraising proposition development • Write transformational cases for support which demonstrate clear patient benefit, articulate the case for charitable funding and include meaningful outcomes and impact measures. • Produce bespoke proposals for major donors and funders. • Create compelling donor and funder updates and reports. Funding opportunity pipeline development • Maintain a pipeline of future funding opportunities, ensuring sufficient project information is available before entering fundraising. • Ensure proposed projects have clear objectives, realistic budgets, measurable outcomes and defined timescales. • Work with project leads to ensure financial information within proposals is accurate, consistent and appropriately evidenced. • Identify risks that could affect fundraising projects or proposition delivery and work with stakeholders to develop mitigating actions. Capital Appeal Coordination • Develop project plans for complex fundraising opportunities and monitor progress across multiple workstreams.

	• Coordinate regular project meetings with clinical, operational and fundraising colleagues. Internal Collaboration • Build strong relationships with colleagues and clinicians in the Trust. • Work collaboratively with the Charity Grants and Impact Team, Alder Hey clinicians and Trust staff and colleagues across the Charity to develop compelling funding opportunities for agreed projects and areas of work. • Work with the Marketing Department to create campaign messaging and use storytelling to support appeals and propositions. • Work with Philanthropy colleagues to match funding opportunities with prospective major donors, trusts and foundations. • Facilitate the sharing of appeal and proposition information with other Charity fundraising teams to support overall income growth. Internal Processes • Maintain accurate and up-to-date records in line with internal processes and using the charity CRM. • Ensure all funding proposals reflect Alder Hey Children’s Charity’s values, strategy and brand guidelines. • Contribute ideas and insights to improve stewardship processes, templates and ways of working across the team. • Track, monitor and report to the Director of Philanthropy, CEO and Trustees on appeals and performance against KPIs. Other Duties • Keep up to date with trends in philanthropy, healthcare fundraising and capital appeals, applying learning to strengthen fundraising propositions. • Be an outstanding advocate for Alder Hey Children’s Charity in line with the core values of the organisation. • Be an active and supportive member of the Alder Hey Children’s Charity team, contributing to the team’s development and working collaboratively with colleagues and volunteers. • Attend and support events run by fundraising teams where required, including occasional out-of-hours working. • Gain and maintain an in-depth knowledge and understanding of the charity’s work, priorities and future plans. • Any other reasonable duties as required by your line manager.
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Person Specification

	Essential	Desirable
Qualifications, Knowledge and Experience	• Experience of fundraising within a charity environment • Experience of developing compelling proposals, funding opportunities or cases for support • Experience of building strong relationships with senior stakeholders and internal contacts • Experience of managing projects • Experience of managing a varied workload and balancing multiple priorities	• Experience of working in a Philanthropy/high value team • Capital appeal experience • Knowledge of major donor fundraising and philanthropy best practice • Setting up and leading working groups
Skills and Attributes	• Excellent written and verbal communication skills, with the ability to adapt style for different audiences • Excellent relationship-building skills • Ability to identify opportunities and take a proactive approach to relationship development • Self-motivated, calm and positive attitude with the ability to work under pressure and prioritise in a busy environment • Strong organisational skills and attention to detail • Excellent influencing skills • Ability to work effectively as part of a team as well as independently • Ability to manage competing priorities and work to deadlines. • A creative thinker with the ability to look for innovative solutions to problems • Commitment to principles of equality, diversity and collaborative working • Understand the necessity of dealing carefully and within data protection legislation, with confidential matters, including handling both personal and business critical information • Excellent IT skills including Microsoft packages	• Experience of using a CRM system or database • Presentation skills
Additional requirements	• Commitment to continuing professional development • Strong interest in working for a children's health charity • An understanding of and commitment to the values of Alder Hey Children's Charity • Willingness to get involved with activities across the Charity • Willingness to occasionally work outside of normal office hours	

Our Values

Here at Alder Hey Children's Charity, our values guide the way in which we work. By being courageous, working together, being passionate about our work, and making sure that we are creative in what we do, helps us to deliver the support necessary so that our hospital can continue to deliver the very best care for our young patients and their families. Our values are:

Courage: we try new things and take risks to innovate and drive forward new ideas. We have the courage to speak up and take a stance. We are accountable, responsive and responsible. We are unstoppable.

Together: we work together as one team, sharing our knowledge and learning. We work in partnership with patients, families, supporters and colleagues. We are respectful, celebrate diversity and empower each other to achieve our aims.

Passion: we are passionate about what we do and why we do it. We work together to share and grow. We inspire others.

Magic: we are fun, creative and child led. We create special moments, provide little extras and go further for our brave young patients.

In April 2025, the charity adopted a four-day working week policy, meaning staff previously working 37.5 hours a week are now working 30 hours a week to enable a four-day working week. We are confident that by embracing a more flexible and balanced approach to work, we can continue to create a thriving and fulfilling work environment while driving growth and success for our charity.

Note: This job description is intended to outline the general nature and level of work performed by employees within this role. It is not exhaustive and may be subject to change or modification as required by the needs of Alder Hey Children's Charity.

Alder Hey Children's Charity will make every endeavour to make any reasonable adjustments for applicants who require assistance in carrying out their duties due to a disability. Alder Hey Children's Charity is committed to equal opportunities and positively welcomes applications from all sections of the community. Alder Hey Children's Charity is committed to safeguarding children and vulnerable adults.

The post holder will be required to complete an enhanced DBS disclosure check.