

Fundraising Intelligence Officer
12 month paid internship (£16,835 per annum)
Based in central Leeds
Starting January 2018

There are over 55,500 people living with a brain tumour in the UK. 16,000 more people are diagnosed each year. 20-40% of all cancers spread to the brain. Brain tumours are the biggest cancer killer of the under 35s. The disease is responsible for over 20 years of life lost in the typical patient, making it the most lethal cancer. What causes brain tumours is unknown and incidence is increasing.

Interesting. But we know that these statistics don't help you on the day you are told 'you have a brain tumour'.

We know a brain tumour diagnosis is confusing, isolating and overwhelming. We know these problems are exacerbated by not being able to access care and information quickly and easily. And we also know that access to proactive support, and good information can improve knowledge and understanding, reduce anxiety, increase preparedness for events, instill control and improve satisfaction with treatment in brain tumour patients. That's why we're here.

This is an exciting opportunity to have real influence. You can make a big impact in a small and stable (but growing) charity as we carve out a new sector for brain tumour support.

The role

Your role will be vital in helping us to inspire the right people, in the right way at the right time so that they do incredible things to help our work. You will be helping us to understand the people that are so passionate about helping people with a brain tumour, and you will help us to make sure we are treating these people like the superheroes that they are. You will be involved in everything from research and data entry and analysis, to developing creative messaging that can change the world. The insights that you develop will bring incredible, meaningful purpose to our creative work.

The world is changing. People are seeing charities in different ways, and the numbers of ways that you can support your favourite causes are multiplying. On top of this the number of people getting behind brain tumour support is growing, both in size and diversity of interest. Can you help us understand this evolving web of information?

Aims

Your goal is to help us make fundraising at *brainstrust* more intelligent than it has ever been before. You will inspire creative ideas and messaging with the use of data and insight with the result that fundraising at *brainstrust* continues to be relevant, rewarding and inspiring.

Activities

The successful applicant will:

- 1) Work with our amazing fundraising team to organise and understand the data that we have and how we can best use it.
- 2) Spend time researching and understanding challenges and opportunities across the charity sector and work with the team to apply that learning to strategy and planning.
- 3) Develop innovative and creative ways of talking to people that want to help our work with inspiring messaging that reflects the insights gained from your analysis and research.
- 4) Support our fundraising team in looking after and inspiring our fundraisers over the coming 12 months.

Profile

You will love data, big and small. You will also be a highly creative person comfortable in applying your analytical mindset in creative ways. You won't take things at face value, and will love to interrogate a brief to be sure that we're working towards the right objectives. You will have an affinity with our work, and will know your way around the internet. It is important that you have a view on what's hot and what's not when it comes to supporting charities in 2018. It's important that you can work independently, but also understand the value of communicating with the wider team. You will also need to have exemplary organisational skills, holding 'to do' lists, diaries and schedules with the highest regard.

You are applying for a 'Time to Shine' internship award, supported by the Rank Foundation. The role pays the living wage and there is a significant focus on learning and development to suit your needs and goals for your future career.

You will need to be available for interview on two separate dates, 7th December in Leeds and 13th December in Hull. The second interview in Hull will be with the Rank Foundation.

To apply, please email a short CV and covering letter to Michael White at michael@brainstrust.org.uk.

Closing date for applications is Midnight on Monday 4th December 2017.