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FACING CANCER WITH CONFIDENCE

CELEBRATING 30 YEARS

## Cancer Support Services – Regional Manager – East Anglia, Essex and NE London

**Responsible to:** Head of Cancer Support Services

**Contract:** Full Time, Permanent

**Working hours:** 37.5 hours per week

**Location:** Hybrid – work between home, regional delivery venues and Epsom HQ when required.

**Salary:** £36,250 per annum

**Benefits:**

- 26 days annual leave (increasing to 28 days with length of service) + bank holidays.
- Holiday purchase scheme (up to an additional five days per annum).
- Pension scheme with employer contribution up to 3% upon the successful completion of 6-month probation.
- Healthcare scheme upon the successful completion of a 6-month probation

### Role Purpose

Reporting directly to the Head of Cancer Support Services, the Regional Manager will play a pivotal role in translating our ambitious growth plans into reality.

You will assume complete ownership for the performance of your region, measured against clear performance KPI's that are centred around the growth in patient numbers.

You will provide effective leadership to a team of hard working and committed lead volunteers and volunteer teams to deliver high quality and engaging workshops for those on their cancer journey. You will provide support and direction to ensure that the quality of our services is exceptional, and you will observe workshops on a frequent basis to support your teams.

You will work very closely with the delivery venues and key contacts within your region to ensure strong attendance levels at your workshops through both maximising attendance, maximising room capacity, reducing cancellations and ensuring the LGFB service is promoted both in the venue itself and beyond.

You will look to secure new delivery venues to diversify our venue footprint and to make sure that the charity is in a position to meet demand. This will include looking at delivering services on an evening and also a weekend.

As the Regional Manager, a highly visible presence across your region is expected, with frequent travel across your area to spend time with venue partners, volunteers and patients.

You will work as part of a 6-strong UK wide Regional Management team, sharing ideas, updating on performance and looking for ways to grow and improve our services.

You will also be responsible for developing strong relationships with key, local cancer networking groups, attending events and conferences and also for looking at ways to collaborate with other cancer charities to bring services together to support patients even further.

The main focus of the role is **growth**. As a charity we are aiming to increase our patient numbers by over 4,000 from 2024 and our Regional Managers are critical to realising this. You will bring a hugely positive attitude and outlook and be comfortable in managing and organising a very varied and ever-changing workload. You will be comfortable operating in an environment of change with the ability to be nimble and agile to seek solutions to problems but also to identify and capitalise on growth and service opportunities.

Your remit will include:

- **Growing Patient Numbers**
- **Venue Diversity and Growth**
- **Management of Lead Volunteers**
- **Service Quality Assurance**
- **Networking and Integration**
- **Driving Regional Fundraising Initiatives**



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This is a hugely exciting role and a role that will allow freedoms to operate, to use initiative and creativity, to stimulate an entrepreneurial mind and most of all, a role that will impact on the lives of thousands of cancer patients.

This role is demanding, it requires a lot of travel, it required a confident character to engage with a huge range of audiences, but it also requires care and empathy.

Key areas:

### **1) Patient Number Growth**

Growing our service delivery and widening our reach and impact is the critical component of the role of a Regional Manager. You will be a driving force in securing 25% year on year growth (on average) in your region and the ability to grow our service provision and patient numbers will be the headline measure of performance.

As the figurehead of your region, you will be required to:

- Work closely with your venues to identify maximum patient capacity and to build referral and promotional activities to ensure all workshops are running at full patient capacity.
- Monitoring attendance rates for your region to identify any venues with high cancellation or 'no show' rates and working with the venue and internal LGFB central support team to improve workshop attendance.
- Collaborating with local cancer charities and partners to maximise signposting into LGFB workshops to maximise the help and support that we can offer.
- Ensuring effective signposting of LGFB services to ensure all patients are aware of all LGFB services and attend multiple workshops.
- Continually review targets and progress and develop swift and impactful interventions to address any areas of under-performance.
- Position LGFB as a key cancer support service within your region with high visibility in clinical settings where appropriate.

### **2) Venue Diversity and Growth**

Upon joining LGFB, you will inherit an established portfolio of delivery venues, from which we deliver our vital support services.

To drive effective growth, we need to (a) maximise capacity and frequency at all current venues and (b) source new venues to allow LGFB to deliver more workshops, in turn helping more patients.

The identification of new, suitable, accessible venues will be key to driving further growth.

Key focus areas are:

- Reviewing the geographical footprint of your region, along with relevant cancer diagnosis statistics (e.g. ONS data) to identify areas in which LGFB does not have a service or where our services are limited compared to potential 'demand'
- Reviewing your venue portfolio holistically to identify new 'types' of venues from which we can deliver services, e.g. Spa venues, Hotels, Community Centres etc.
- Work closely with the Head of Cancer Support Services to identify new venues and to discuss and agree a delivery plan, including patient number expectations.
- Work with the internal LGFB team to assess volunteer needs to launch new venues and to support the recruitment and induction of new volunteers to your region.
- You will be tasked with securing between 5-10 new venues per year, in line with our strategic plan.



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### **3) Management of Lead Volunteers**

Look Good Feel Better is lucky to have over 900 volunteers, carrying out our work, every day.

Each region is supported by their own volunteer teams, within which, we have a number of 'Lead Volunteers'. The Lead Volunteers carry out critical functions such as venue and local community engagement, ensuring workshops are resourced with volunteers, ensuring each workshop is 'set up' and delivered to the highest standard, to ensure we have sufficient stock and products to use in workshops and to support their own volunteer colleagues.

Effective relationship building is critical between a Regional Manager and their team, to ensure the successful and high-quality deliver of our work. You will be required to:

- Speak to your Lead Volunteers on a weekly basis to provide managerial support
- Help to support your Lead Volunteers to manage the wider volunteer teams, including taking a direct lead on any performance related issues.
- To support your Lead Volunteers to manage any issues arising from venues or the physical delivery of our workshops.
- To ensure that all volunteers are happy, supported and available to support workshop delivery.
- To work with your Lead Volunteers to identify any training and development requirements from the wider volunteer team and to action appropriately.
- To play an active part in supporting Lead Volunteers to recruit, induct and train new volunteers
- To ensure that all volunteers have frequent communications from LGFB to update on progress and key new items.
- To ensure all volunteers in your region are recognise and thanked for their work and effort.

### **4) Service Quality Assurance**

As a Regional Manager, you are solely responsible for the quality of workshop delivery in your area, supported by your volunteer teams.

It is imperative that LGFB workshops are delivered to the highest standard, to make the environment a relaxing and enjoyable experience for our beneficiaries.

Key accountabilities are:

- Ensuring that the expectation of quality is set across your whole team
- To provide training and 'best practice' guidance on the following:
  - Ensuring the room / venue is dressed and presented well
  - Ensuring all materials, stock and relevant items are present and laid out well.
  - Ensuring each volunteer delivers an introduction to LGFB at the start of each workshop
  - To ensure the deliver of the workshop is done in a friendly, professional way
  - To ensure fundraising asks are made in line with LGFB directive
  - To ensure that all workshops represented on social media, meet our standard
- You will spend significant time attending workshops in your region to assess quality, working with the Head of Cancer Support Services to address any issues
- You will attend workshops in your area unannounced to mystery shop the quality of our work.
- You will speak directly to patients and venue staff to secure their feedback on our service deliver and, on the charity, overall.
- You will work with other Regional Managers in the LGFB network to identify areas of best practice and to share thoughts on how the quality of workshop delivery can be improved.



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## **5) Networking and Integration**

As a Regional Manager, you will be the face of Look Good Feel Better in your region.

As a strategic operator, you will use your presence and influence to broker strong, mutually beneficial relationships with specialist local clinical and cancer networks and with local cancer charities where our work and / or mission aligns.

You will be tasked with:

- Identifying key networking events in your region (e.g. NHS cancer and oncology networks) and you will attend to engage a wider cancer audience
- Identifying local charities where we can combine resource to deliver services to new audiences
- You will identify opportunities to enter LGFB into local awards to showcase our services
- You will identify key, local corporate business partners and work closely with the LGFB Director of Fundraising and the Corporate Partnerships Team to construct local fundraising propositions.
- You will seek out marketing and promotional opportunities within your region to raise awareness of the charity and to boost patient numbers.

## **6) Developing Regional Fundraising Initiatives**

Whilst the services that LGFB offer to patients are free, the internal delivery costs are significant. If the charity is to grow in line with its ambition and potential, raising funds at a regional level, to support our national partnerships, it vitally important.

You will:

- Manage a small fundraising target for your team / region
- Work closely with the LGFB fundraising team to develop local and relevant fundraising activities for your local cancer and business communities
- You will support fundraising in workshops through training volunteers on how to explain the funding of the charity, for use in their opening introduction in workshops.
- You will support the introduction of workshop fundraising initiatives such as contactless payments and encouraging lottery sign ups.
- You will work with your partner venues to collaborate on fundraising activities where appropriate.