



Moorfields
Eye Charity



Job information pack

Fundraising Officer (Fixed Term)

Moorfields Eye Charity, 162 City Road London EC1V 2PD

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moorfieldseyecharity.org.uk

Registered Charity No 1140679



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



[@eyecharity](https://twitter.com/eyecharity)



[moorfields_eye_charity](https://www.instagram.com/moorfields_eye_charity)

Welcome

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 fundraising officer to join our fundraising and engagement team.

Moorfields Eye Charity is the main fundraising and grant making charity supporting Moorfields Eye Hospital NHS Foundation Trust 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 people in the UK and around the world.

This is a pivotal moment for the charity. We are preparing for the opening of the new Moorfields and UCL Centre for Eye Health in 2027 — a once in a century opportunity to transform how we innovate, collaborate and accelerate progress in eye health. Alongside this, we are evolving into a national funder for the first time, expanding our grant making reach and impact across the UK.

This an exciting opportunity for the fundraising officer to play a key role in the development and delivery of the charity's events and fundraising programme, with a core focus on growing our events and community fundraising portfolio and supporter participation. We are entering into a public fundraising and engagement campaign, The Future in Sight, which will not only boost our fundraising, but significantly increase engagement and acquisition of new contacts who we hope to develop into long-term supporters.

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. It is an exciting time of transformation as we play a pivotal role in creating our new centre for eye health, embed a culture of philanthropy across the Moorfields family, increase our fundraising and grant making, deliver our ambitious strategy and make a real difference to people with sight loss.

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

We look forward to hearing from you.

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Robert Dufton
Chief executive

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



Rachel Jones
Deputy chief executive

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

Key information

Hours:

Full time (37.5 hours per week)

Contract type:

1-year fixed term contract

Salary:

£37,995–£44,977

Annual leave entitlement:

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

Reports to:

Head of fundraising and engagement

Direct reports:

No direct reports but will have the support of two fundraising assistants

Probation period:

Six months

Notice period:

One month during probation, two months upon completion of probation

Place of work:

Provost Street, N1, 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

Impact report, 2025

This is an exciting opportunity for an experienced events and community fundraiser to join our team and play a key role in supporting the delivery of the charity's ambitious fundraising programme. The fundraising officer is responsible for delivering Moorfields Eye Charity's programme of fundraising events and supporter-led fundraising, with the expectation that the role will balance delivery of both key areas of activity:

1. Events, including Moorfields Eye Charity's flagship events (Eye to Eye and abseil) and third-party challenge events (London Marathon, Big Half etc.).
2. Community fundraising, supporting individuals and groups undertaking their own fundraising activities for the charity.

Working within the fundraising and engagement team, the fundraising officer will lead the planning, delivery and evaluation of the charity's flagship fundraising event, Eye to Eye, alongside a portfolio of challenge events including the London Marathon, The Big Half and other third-party fundraising opportunities. The postholder will ensure participants receive an exceptional supporter experience, helping to maximise fundraising income, retention and long-term engagement.

The role will also support the planning, development and delivery of new fundraising opportunities, including a proposed abseil challenge at the new Moorfields and UCL Centre of Eye Health.

Alongside delivering established fundraising activities, the postholder will help identify and test opportunities to strengthen community fundraising across the charity, to increase engagement and fundraising. Working with patients, staff, supporters and local business and community, we also have an exciting opportunity to develop this with those who work, live and use the area around our new centre in Kings Cross.

The successful candidate will be a confident relationship builder with excellent organisational skills and a proactive approach. They will work closely with colleagues across Moorfields Eye Charity, Moorfields Eye Hospital, the UCL Institute of Ophthalmology and external suppliers to deliver high-quality fundraising activities that engage supporters.

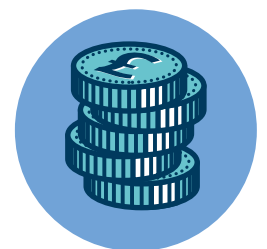
All these activities are underpinned and focused on increasing engagement, participation, fundraising and long-term relationships with the charity. The postholder will be responsible for monitoring and delivering against agreed fundraising, participation and engagement targets, contributing to the wider success of the fundraising and engagement team's objectives. Success will be measured through a combination of income generation, participant recruitment and retention, ROI and growth in community fundraising activity.



**£22.5 million
income raised**



**1,052 Eye to Eye
participants**



**£58.9 million
committed in awards**



Role description

Events fundraising

- › Lead the planning, delivery and evaluation of Moorfields Eye Charity's homegrown events Eye to Eye and proposed abseil.
- › Develop and manage event plans, timelines, budgets and project documentation to ensure successful delivery.
- › Work with suppliers, venues, partners and internal stakeholders to deliver safe, engaging and high-quality events.
- › Monitor event performance against agreed income, participation, fundraising and ROI targets, taking action where required to maximise recruitment, fundraising outcomes and supporter retention. Evaluate event outcomes and make recommendations to improve future performance, supporter experience and fundraising income.
- › Ensure all event activity is delivered in accordance with relevant legislation, fundraising regulations and charity policies.

Third-party events

- › Manage the charity's portfolio of challenge and third-party fundraising events, including the London Marathon, The Big Half and Run for Charity places.
- › Recruit and steward participants through excellent supporter care and fundraising support.
- › Develop fundraising resources, communications and supporter journeys to maximise participation and fundraising performance.
- › Build and maintain relationships with event providers and partners.
- › Deliver agreed participant recruitment and fundraising targets across the challenge event portfolio, ensuring places are filled and fundraising expectations are clearly communicated and achieved.
- › Produce regular reports on event participation, income and performance.

Community fundraising

- › Increase the number of active community fundraisers and fundraising activities, tracking participation, income generation and supporter engagement.
- › Test and evaluate new approaches to community fundraising recruitment and engagement, assessing their potential for future investment and scalability.
- › Provide excellent support and stewardship to individuals, community groups, schools, businesses and organisations fundraising for Moorfields Eye Charity.
- › Respond to community fundraising enquiries and help supporters maximise their fundraising potential.
- › Develop fundraising materials, resources and communications to support community fundraising activity.
- › Work with colleagues across the charity, Moorfields and partner organisations to increase awareness of community fundraising opportunities.
- › Ensure all community fundraising activity complies with fundraising regulations and charity policies.

Performance, insight and growth

- › Working with the head of fundraising and engagement to deliver agreed income, participation and engagement targets across events and community fundraising activities.

- › Monitor performance against KPIs including fundraising income, participant recruitment, average fundraising value, supporter retention, ROI and community fundraising growth.
- › Regularly analyse and report on activity, identifying trends, opportunities and areas of underperformance.
- › Use CRM data and insights to inform recommendations and continuous improvement.
- › Contribute to annual planning, budgeting and forecasting processes for events and community fundraising activities.

Supporter engagement and administration

- › Working closely with our supporter relations and engagement team, deliver excellent supporter journeys and stewardship across all events and community fundraising activities, helping supporters feel valued and connected to the charity's impact.
- › Work closely with the communications team to promote fundraising opportunities through producing engaging supporter communications, fundraising materials and event content through digital, social media, email and print communications
- › Maintain accurate supporter records within the charity's CRM system and ensure compliance with GDPR and data protection requirements
- › Monitor fundraising performance and prepare reports and analysis to support decision-making.

Relationship management

- › Build strong working relationships with colleagues across Moorfields Eye Charity, Moorfields Eye Hospital, the UCL Institute of Ophthalmology and other partner organisations, such as our relationship with Starbucks and The Gym Group.
- › Represent the charity professionally at events, meetings and supporter activities.
- › Act as an ambassador for Moorfields Eye Charity and champion the impact of fundraising on patients, research and education
- › Keep up to date with developments and best practice in events and community fundraising.

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.
- › Ensure that you treat everyone with dignity and respect and adhere to, and champion, the charity's EDI policy and values.
- › As a member of the charity team, conduct your work and yourself to a high standard of professionalism and timeliness, being responsible and polite with all stakeholders. Be collaborative, considerate and supportive of colleagues as we work together to deliver the charity's strategy and maximise our 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

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:

Experience and Knowledge

- › Experience of events fundraising, challenge events and/or community fundraising.
- › Experience of recruiting and/or providing excellent stewardship for fundraising participants or volunteers.
- › Experience building positive relationships with supporters, customers, volunteers or stakeholders.
- › Experience of working within the charity sector.
- › Experience coordinating projects or events and delivering against agreed objectives and deadlines.
- › Experience using CRM databases to maintain accurate records and produce reports.
- › Understanding of data protection and GDPR requirements.
- › An interest in the work Moorfields Eye Charity does to improve people's lives.

Skills

- › Excellent written and verbal communication skills.
- › Strong organisational and project management skills, with the ability to manage multiple priorities simultaneously.
- › Ability to build relationships with a wide range of stakeholders.
- › Strong attention to detail and administrative accuracy.
- › Confident use of Microsoft Office applications and CRM systems.
- › Ability to analyse information, monitor performance and evaluate activity.
- › A proactive approach to identifying opportunities and solving problems.

Personal qualities

- › Positive and proactive approach to work.
- › Supporter-focused and committed to delivering an excellent experience.
- › Well organised with excellent attention to detail.
- › Target driven and able to work to tight and competing deadlines.
- › Ability to work successfully as part of a team and under guidance or own initiative.
- › Flexible and adaptable in a fast-paced environment.
- › Interest in Moorfields' core activities and commitment to the organisation.

The following criteria would be desirable.

- › Experience of working within a healthcare, NHS or medical charity environment.
- › Experience of developing supporter communications or fundraising campaigns.

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

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

Your application should include your CV and your response (up to 500 words each) to the following questions:

- › What attracts you to this role and Moorfields Eye Charity?
- › Please provide specific examples demonstrating your experience in developing and delivering community fundraising and events fundraising.
- › Please describe how you would motivate supporters to take part in our events and/or their own community fundraising.

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 Femke Vorstman at Prospectus on femke.vorstman@prospect-us.co.uk. The closing date for the application is **Sunday 23 August 2026**.

We are aware that you may use AI to support your application, but we ask you to use your own words as much as possible.

