CHARITY Recruit

NHS

Northern Care Alliance

NHS Group

Case Study


NHS

Key achievements

- An experienced interim fundraising leader was placed with Northern Care Alliance NHS Foundation Trust within a tight recruitment timeframe.
- Flexible working patterns were explored from the outset, widening the pool of interim candidates.
- Charity Recruit also navigated IR35, CEST assessment and NHS training requirements alongside the appointment itself.
- The appointment gave the fundraising team renewed strategic and operational leadership capacity.


The Challenge

Finding More Than a Fundraising Manager

Northern Care Alliance NHS Foundation Trust needed an experienced fundraising leader quickly to turn a new charity strategy into action.

With team capacity reduced and permanent NHS recruitment restricted, the appointment needed to be interim, combining strategic thinking with immediate operational impact.

The successful candidate needed to operate with real autonomy, becoming a trusted senior partner from day one. There was no time to spend months learning the role, so the right person needed to arrive, understand the situation and start making a genuine difference.

Our Recruiter at Charity Recruit explained the thinking:

"We didn't want three versions of the same candidate, we wanted the client to have a genuine choice between different strengths, perspectives and experience for such an important interim role."


The Search

The Recruitment Process

Charity Recruit worked closely with the client's fundraising and communications lead throughout, from initial brief to final placement.

- **Discovery and Alignment:** Conversations moved beyond the initial job title, uncovering the strategic leadership, income growth and team development the role truly required.

- **Market Mapping:** Charity Recruit approached experienced interim leaders across healthcare, national charities, hospices and organisations navigating major transformation.

- **Candidate Assessment:** Candidates were tested against real capabilities, including strategy, income diversification, stakeholder management and governance experience.

- **Flexibility and Fit:** Rather than assuming a conventional five day appointment, Charity Recruit explored candidates able to work three, four or five days, significantly widening the interim talent pool.

- **Final Selection:** The successful candidate stood out through direct NHS charity fundraising experience, understanding both the public facing case for support and the internal stakeholder relationships needed to make it work.


Why Charity Recruit?

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Northern Care Alliance's experience shows how understanding the real problem behind a brief can shape a far stronger interim appointment than working from a job title alone.

A flexible, values led search gave Northern Care Alliance genuine choice, appointing an interim leader capable of shaping the fundraising function from the outset. Over the interim assignment, the focus is on supporting the existing team, diversifying income and leaving the fundraising function stronger for its next stage of development.

Sector understanding paired with genuine market insight allowed Charity Recruit to help Northern Care Alliance turn its charity strategy into action, strengthening fundraising leadership during a critical period of change.

CHARITY Recruit

We'll help you appoint the perfect candidate

If you're looking for your next senior leader within your charity, please talk to us about your requirements.

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