

GUIDANCE FOR MANAGERS OF A MACMILLAN POST OR SERVICE

WE ARE
MACMILLAN.
CANCER SUPPORT

Macmillan supports a network of over 8000 Macmillan health and social care roles. We also directly employ a range of experts within our Macmillan Support Line.

If the post you are managing is a Macmillan badged post please read on to find out more about working in partnership with us. This applies if the post you are managing is in the NHS, Local Authority, another charity or an organisation Macmillan partners with.

Why would a post or service have a Macmillan title?

1. **Macmillan is currently funding the post or service**, ie Macmillan has a service/funding agreement with your organisation. By which Macmillan will, based on the terms of the agreement, fund the post or service for a specified period of time.

If the post or service is a project, the expectations are that once the funding ends an exit strategy will manage the mainstreaming of any outputs. If the post or service is substantive then your organisation has agreed to continue to fund it. In this case, the post or service will continue to be Macmillan branded in line with the service agreement.

2. **Macmillan may have previously funded the post or service.** Although the funding element of the agreement has finished, your organisation has committed to continue to brand the post or service 'Macmillan'. This will be in line with the service agreement.
3. **Macmillan may have adopted the post or service.** The adoption agreement is exactly the same as the service agreement, without the funding element.

It is important that you familiarise yourself with the service/partnership agreement with Macmillan. A standard copy can be requested via your regional Macmillan development manager.

What are Macmillan's expectations of you as a manager?

- Ensure the service and professional in that service use the Macmillan name as part of the job title/badge and meet our branding guidance.
- Provide to Macmillan, as a partner organisation, information it may request about the professional/service, including annual reports, activity data, statistics and other relevant documents.
- Have a Macmillan development manager or nominated representative involved in the recruitment process to replace or appoint new post holders.
- Permit the service to be professionally reviewed at regular intervals by Macmillan's development manager or his/her representative.
- Provide all core equipment required for the service. This includes appropriate office accommodation and equipment – such as phone, bleep, access to a computer and secretarial support.
- Ensure the post holder attends our mandatory induction programme and takes advantage of other Macmillan learning and development opportunities.
- Inform Macmillan of any complaint against the service.
- Inform Macmillan of any extended period of absence.

What can the Macmillan post holder or service expect from us?

We'll work with you and your organisation to ensure that the professionals in the Macmillan post or service are delivering the best care and support to people affected by cancer. We therefore offer the following:

Opportunities

The post holder or service you manage can take advantage of:

- The Macmillan induction programme
- Learning and development events
- Networking events
- Grants for learning and development (within our criterion) – individual and group
- Free coaching service
- Access to free materials and branded merchandise to help them promote themselves and their service
- Involvement with Macmillan's wider influencing activity
- Digital learning and information resources
- Access to funding for service development through case of need
- Macmillan's regular e-bulletins and free professional journal Mac Voice – including updates about our work and projects that may be of interest
- Grants for people affected by cancer who the post holder or service supports
- Access to free information, toolkits and resources to support them in their role, as well as quality information for people affected by cancer
- Information about the ways people affected by cancer can get involved with Macmillan.

Support

The post holder or service you manage can expect Macmillan to:

- Facilitate professional networks
- Encourage and listen to their feedback and be open to change and new ideas
- Provide free information and guidance
- Provide accessible, responsive Macmillan representatives when they need them
- Provide support for service improvement and problem solving
- Facilitate and mediate in their work challenges (where appropriate and in discussion with their employer)
- Provide strategic and expert knowledge in cancer services provision
- Offer support to deliver case-of-need outcomes and improve cancer services
- Be an unbiased 'critical friend'
- Influence cancer service development
- Understand the local complex environment, multiple agencies and constraints
- Provide insight from wider cancer services and a broad overview of the needs of people affected by cancer.

This support is also given to Managers of a Macmillan branded service.

What do we expect of a Macmillan post holder?

Along with the opportunities and support we offer, there are also a number of requirements we expect of the Macmillan post holder. We need your support to ensure these key elements of the service agreement are communicated to the professional in the Macmillan post:

Core professional requirements

- Deliver the best quality care, working effectively in teams/partnerships
- Ensure the post holder and their service are up to date
- Work to continually improve and innovate within their service
- Promote the service to those who access or refer to it
- Involve service users as partners in care and service delivery.

Specific requirements for the Macmillan part of the post holder's role

- Make clear to people, who they are delivering a service to, that they are a Macmillan professional (at the most appropriate point in their clinical/professional interaction)
- Be aware of Macmillan's strategy and aims – from Macmillan's induction programme, and other learning and development activities and newsletters
- Refer people to Macmillan's direct services if they think they would benefit from them
- Refer anyone wanting to make a donation to Macmillan to our Fundraising team. The post holder must not set up any funds or appeals, or open or hold any bank account to receive money donated or raised with a name that includes the word 'Macmillan'
- Refer anyone wanting to volunteer for Macmillan to our Volunteering team
- Refer anyone wanting to campaign for Macmillan to our Campaigns team
- Refer anyone wanting to develop a support group or get involved as a Cancer Voice to their regional Macmillan involvement coordinator

- Inform Macmillan of any factors which will have an adverse effect on the delivery of or complaint against their service
- Inform Macmillan of any extended period of absence (the post holder's organisation can do this on their behalf)
- Undertake Macmillan induction events and any other relevant Macmillan learning and development activity. This should be in line with the contract Macmillan has with the post holder's employing organisation
- Submit annual reports to Macmillan with minimum data requirements (to be agreed with their Macmillan representative)
- Take part in Macmillan review of service processes (dependant on the needs of their service)
- Represent Macmillan in a positive way, publicly
- Ensure they do not bring Macmillan's name into disrepute.

Discretionary effort

Professionally

- Contribute to Macmillan's policy, research and strategy development, and take part in consultations
- Publish good practice and share this with Macmillan
- Take part in networking and learning and development opportunities
- Promote Macmillan and our services through media and other communications work
- Promote Macmillan's fundraising activities and speak to supporter audiences about events – such as The World's Biggest Coffee Morning
- Help on Macmillan's mobile information units when they're in the post holder's area.

Personally

- Support, organise and participate in fundraising events
- Ask local businesses to support Macmillan
- Volunteer in local community volunteering projects
- Become an e-campaigner
- Ask family and friends to get involved in Macmillan's work.