

## **JOB DESCRIPTION**

**JOB TITLE:** Corporate Partnerships Fundraiser

**RESPONSIBLE TO:** Chair of Trustees

**HOURS:** This is a part time post (22. hours per week, negotiable)

**LOCATION:** Virginia House Centre, Peacock Lane, Plymouth, PL4 0DQ

### **MAIN PURPOSE OF ROLE:**

To develop and lead on the corporate fundraising strategy, striving to meet the corporate fundraising targets through generating income from a variety of corporate partnership initiatives including employee giving, charity of the year, corporate sponsorship, cause related marketing and philanthropic giving.

### **KEY RESPONSIBILITIES:**

- Develop and work towards a detailed corporate fundraising strategy and plan for increasing funds
- To be accountable for the corporate annual fundraised income target, monitoring and evaluating results in order to grow the charity's unrestricted income helping it to reduce its reliance on grant income
- To provide excellent donor care for all fundraising activities, developing productive, lasting relationships with corporate supporters, converting them into loyal supporters
- To work closely with the Marketing and Communications Officer, sharing relevant fundraising and supporter case studies for media releases and social media coverage
- To prepare presentations, relevant cases for support and pitch the charity to a variety of audiences
- To attend various networking events to meet and build relationships with a view to attracting corporate support and securing face to face meetings
- To maintain a collection of emotive fundraising stories that can be matched to audience motivations, used formally in presentations or informally within conversations at networking events
- To research businesses thoroughly in preparation for meetings in order to understand their environment, likely strategy and therefore effectively build a rapport and match fundraising / marketing asks
- To conduct face to face meetings with key corporate supporters
- Research, identification and development of a corporate pipeline of relevant organisations, sharing with members of the organisation including trustees, and designing the best approach for acquisition or maximising support
- To aim for long-term strategic partnerships where possible through excellent cultivation and an understanding of each company's strategic aims
- To account manage existing corporate supporters, ensuring expectations are effectively managed from the outset via use of a fundraising agreement or contract, depending on the type of support
- To promote Friends and Families events and challenges to corporate employees
- To work closely with all employee fundraisers, manage expectations and support them with fundraising advice, tools (buckets, merchandise, fundraising pack etc.) and promotion in order to help them maximise their funds raised
- Ensure that any use of the Friends and Families logo is used in accordance with the corporate contract in place and in line with the charity's brand identity guidelines
- To ensure that all fundraising is carried out in accordance with the Fundraising Regulator's code of fundraising practice
- To ensure that all corporate supporters are thanked in a timely manner using appropriate and engaging methods in line with their contact preferences, increasing supporter engagement

- To work closely with the Marketing and Communications Officer to ensure that any corporate benefits agreed are acted upon in line with corporate sponsorships/ partnerships contracts / agreements
- Attend and network fully at the annual charity fundraising ball and any other high net worth events, making connections and following up leads / opportunities for corporate support
- To stay within budget for any corporate fundraising spend through effective negotiations with suppliers, ensuring best value for money for the charity
- To ensure up to date records are held on the charity's database and network folders in line with the GDPR and charity's data protection policy
- To deliver talks and presentations to corporate audiences
- Actively contribute to annual planning and budgeting within the fundraising team for each new financial year
- To work across the organisation as a whole including trustees; to foster good working relationships and enhanced communications with colleagues
- To proactively contribute to the achievement of the charity through individual and team effort
- To represent Friends and Families of Special Children externally as and when required, acting in a professional manner at all times in accordance with the organisational values
- Prepare reports on your activities as required by your line manager
- To undertake any other tasks as directed by Trustees
- To work in line with all the charity's policies and procedures including data protection, safeguarding, health and safety, volunteer, finance, equality and diversity etc.

## **PERSON SPECIFICATION**

### **Essential**

- Minimum 5 GCSEs, A-C grade (or equivalent) in English and Maths
- Excellent customer service skills with the ability to show empathy
- Proven experience in sales, promotions and / or marketing including account management
- Target driven with a proven track record in generating funds and a strong understanding of different fundraising streams
- A proactive, energetic and passionate team member
- Approachable, creative with a 'can-do' attitude
- Ability to work independently using your own initiative, possess good self-management skills and highly self-motivated
- An articulate and persuasive communicator (both verbal and written) and able to deliver motivational presentations and public speeches
- Excellent organisational skills, attention to detail and able to work under pressure to deadlines and on a variety of tasks at any one time
- Excellent IT Skills in all Microsoft Office programmes and experience in using a database
- To have a professional approach and apply best practice to all tasks
- A superb networker - ability to network and build relationships with supporters and beneficiaries, managing all relationships positively
- Experience in recruiting and coordinating volunteers
- A positive and enthusiastic outlook
- Ability and willingness to work unsociable hours including weekends and evenings
- Full, clean driving licence and access to a car (business-use insurance required)

### **Desirable**

- A business studies or marketing qualification
- Experience in organising and providing support at fundraising events
- Experience of working with finances, budget setting and control
- Experience of working in the voluntary sector

- An Institute of Fundraising certificate in fundraising
- Member of the Institute of Fundraising

**OTHER**

- To actively maintain continuous personal development to meet the changing demands of the job