

## Corporate Fundraiser and Partnerships Manager



- £30K - £32K pro rata depending on experience
- Full-time or part-time for the right candidate.
- Initially a one-year fixed term contract
- Based in Nailsworth, Gloucestershire

Read for Good is a small national charity promoting reading for pleasure in children and providing books and storytellers for children who are in hospital with long term, chronic illnesses. We currently serve 30 hospitals nationwide, reaching over 100,000 of our most vulnerable and isolated children.

A large proportion of our funding comes from money raised by school children taking part in our Readathon sponsored reads, where children are encouraged to read and raise money to buy books for other children in hospital. The other major income strand is via trusts and foundations. We believe there is scope to generate income from corporate partners and are looking for a dynamic, experienced corporate fundraiser with the expertise to help us develop a new corporate partnerships programme to support both our schools and hospital programmes.

You will be proactive in engaging and building relationships with new corporate partners and their key stakeholders, delivering excellent relationship management to generate long-term and sustainable support.

Send your CV and a covering letter telling us why you would be a great fit for this job to [vicky@readforgood.org](mailto:vicky@readforgood.org). Closing date for applications 2nd December 2018.

### **Job Description**

**Job Title:** Corporate Fundraiser and Partnerships Manager  
**Reports to:** Chief Executive Officer

#### **Job purpose:**

You will be proactive in engaging and building relationships with new corporate partners and their key stakeholders, delivering excellent relationship management to generate long-term and sustainable support. You will also be responsible for managing the on-going relationships, managing the budget and ensuring that financial targets are met.

#### **Key Accountabilities**

- To be responsible for building a pipeline of new business partnerships along with managing key accounts.
- To research, identify and call prospects to generate new business opportunities, securing substantial new income from cold contacts.
- To identify and pitch for potential partnerships.
- To optimise income from corporate partners across the UK to reach and exceed fundraising targets.
- To research and develop a package that can be marketed to corporate partners.
- To ensure that corporate partners receive an excellent standard of customer care and feel that their contribution is recognised, valued and actively acknowledged to encourage and develop long term relationship.

- To research, develop and implement an annual plan for corporate applications to meet financial targets.
- To ask for broad company support as appropriate i.e. donation, sponsorship, charity of the year status, gifts in kind, and employee participation.
- To ensure regular progress reports on funded projects and prompt thanking for support.
- To ensure details of support and donations are accurately recorded on Read for Good's systems
- To ensure that partnerships are regularly reviewed against projections to ensure they deliver maximum return on investment for Read for Good

### **General Requirements**

- Policies and Procedures – ensure that all Read for Good's Policies and Procedures are adhered to at all times.
- Best Practice - adhere to the highest standards of corporate fundraising best practice as set out in the Fundraising Regulators Code of Practice and ensure that all activities comply fully with the relevant Data Protection obligations and any other legislation.
- Confidentiality – acknowledging the need for professional sharing of necessary information with relevant parties, maintain a strict confidentiality of information both internal and external.
- Other duties – undertake any other duties as reasonably required by the CEO / Trustees. Note, that this job description is not contractual and may change over time as agreed with the CEO and Board of Trustees.
- To work outside office hours, travel, and make overnight stays when required.
- A 'hands-on' and 'can-do' attitude.
- The post holder needs to demonstrate the maturity to manage a wide range of relationships in a positive manner and therefore able to command the respect of fundraisers, marketing and others from all departments.

*Note, that this job description is not contractual and may change over time as agreed with the CEO and Board of Trustees.*

Due to the dynamic nature of the sector we work in, job descriptions are subject to review.

Job holders are expected to be flexible and may be required to undertake duties which are not described in those above.

### **Terms and conditions**

Salary:	£30,000 - £32, 000 full-time salary or pro rata for part time
Holiday:	25 days plus bank holidays (pro rata if part-time)
Hours:	35 hours per week
Location:	Nailsworth with some national travel as required
Pension:	Basic workplace pension

References – this role is subject to the receipt of a satisfactory Enhanced Disclosure and Barring Service check and suitable references.

## Person Specification

Essential	
<b>Skills, Knowledge, Experience, Education</b>	Experience of working within a corporate fundraising, sales or similar role for a minimum of two years.
	A proven ability to secure new income from cold contacts.
	An excellent track record in meeting targets and the ability to prioritise and balance a high level of activity
	Confident and experienced public speaker with the ability to deliver presentations and pitch for support articulating information in a persuasive manner.
	Experience of preparing corporate packages.
	Experience of liaising with and managing high level supporters, external suppliers and customers, and a solid understanding of the principles of customer care.
	Strong planning and organisational skills including project planning, reporting and follow-up, personal self-management and work administration, working calmly under pressure to meet multiple deadlines.
	Experience of managing multiple projects or activities
	Accomplished user of IT and database systems including Microsoft Word, Excel and PowerPoint.
	Highly effective in management of own time and workload with the ability to work well on own initiative and as part of a team.
	Experience of managing projects from start to finish.
	<b>Abilities</b>
Highly self-motivated, ambitious and results-driven. Ready to seize new opportunities, research and source new ideas. A track record of delivery and seeing things through to completion.	
Credible negotiating and influencing skills.	
Demonstrates initiative to get things done with the ability to plan for key milestones.	
Ability to think laterally to match Read for Good with external organisations aims, values and mission to create a case for support.	
Ability to write persuasively	
Willingness and ability to travel, work unsociable hours as required at events and business meetings.	
Desirable	
	Experience of working within fundraising, ideally in a corporate capacity as well as evidence of account management.
	Experience of working in and growing strategic income from corporate fundraising and of (planning and implementing) successful donor events and related activities
	Experience and good awareness of social media.
	Fundraising qualification
	Experience of trust fundraising
	Experience of Salesforce