

Corporate and Community Fundraising Manager

Department:	Fundraising
Job Title:	Corp. & Community Fundraising Manager
Accountable to:	Head of Fundraising
Accountable for:	Corp. Partnership Fundraising Lead Corp. Partnership Fundraisers Corp. and Community Fundraising Exec.
Based at:	Head Office
Salary:	Up to £45,000

Job Summary

This is a senior operational role responsible for leading the day-to-day delivery, performance and continuous improvement of Rainbow Trust's Corporate and Community fundraising programme. Reporting to the Head of Fundraising and working closely with the senior leadership team, the post holder will have responsibility for developing new income, growing existing partnerships, managing the corporate and community fundraising pipeline and providing effective leadership and support to a team of four.

With overall accountability for delivering significant income growth across corporate and community the post holder will work collaboratively towards a 'one team one target' approach across the whole organisation, ensuring that decisions are made using data analysis and interpretation, and all processes are subject to continuous improvement.

Rainbow Trust Children's Charity enables families who have a child with a life-threatening or terminal illness to make the most of time together, providing expert, practical and emotional support, where they need it for as long as it is needed.



Areas of Responsibility (specific to role)

- Lead the planning and delivery of Rainbow Trust's Corporate and Community Fundraising operational plans, contributing to wider strategic plans to maximise income, engagement and partnership opportunities.
- Take ownership of agreed corporate and community income targets, reporting monthly on progress against budget.
- Lead a strong and sustainable pipeline of corporate and community prospects working closely with the Head of Fundraising and wider leadership team.
- Develop strong relationships with existing corporate partners, community groups and volunteers ensuring regular communication, impact reporting and opportunities for increased support.
- Work closely with the Marketing and Communication teams to develop compelling corporate partnership propositions, pitch presentations and impact reporting.
- Work closely with the Marketing and Communication teams to develop mass-market supporter acquisition programmes and supporter journeys, to ensure supporters feel valued and appreciated.
- Ensure excellent stewardship of inbound corporate supporters, volunteer fundraisers, community organisations and beneficiary events.
- Continuously improve and consistently manage business processes to eliminate duplication and inefficiencies.
- Lead data capture and analysis working collaboratively with all teams to ensure accurate forecasting, reporting against KPIs and activity plans and to support decision making.
- Line management responsibility for a team of four, setting objectives, supporting development and monitoring performance against key KPI's.

General Responsibilities

Leadership and Strategy

- Execute the Corporate and Community strategy, operational plans and associated budgets.
- Support the team to think commercially, identify opportunities and make the ask.
- Provide positive leadership for direct reports that inspires staff, volunteers and interns to meet and exceed acquisition and fundraising targets.
- Professionally represent the charity to a variety of external and internal audiences and in different contexts.
- Proactively develop relationships in the sector and maintain awareness of sector developments, campaigns and capital appeals to drive forward an innovative team culture.
- Commit to Performance Management Process and develop stretching objectives to meet business plan.
- Ensure fundraising complies with relevant legislation, regulations, internal policies and ethical fundraising standards.
- Identify and manage fundraising risks including partnership due diligence and reputational risks.
- Take responsibility for own professional development.
- Live the Rainbow Trust values.

Operational and Project Planning

- Take individual responsibility for agreed outcomes objectives.
- Develop own individual work programme in consultation with line manager to weekly, monthly, quarterly and annual time frames.
- Contribute to team and department planning events and activity.
- Monitor project and work programme progress against agreed KPIs and targets, reporting any variance.
- Drive the Performance Management Process for direct reports ensuring all deadlines are met during the annual cycle.
- Negotiate with suppliers to ensure best value for money is obtained.
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers.
- Promote a culture of effective supporter care.
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met.
- Relay information and supporter contact via the required internal mechanisms.
- Ensure that service delivery and contact with supporters is characterised by the principles of good supporter care/donor stewardship.
- Deliver direct services to both supporters and colleagues to acceptable professional standards and the supporter care policy.
- Manage any complaints received to the team from supporters, suppliers or any other external or internal contacts.

Developing, Maintaining Systems and Procedures

- Ensure processes are consistent with other teams, documented and effectively governed.
- Take a continuous improvement approach to activity striving for maximum efficiency and effectiveness.
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in CRM systems.
- Contribute to data collection and analysis exercises across the department.
- Utilise and interrogate data to monitor progress towards objectives which includes: reporting against monthly plans, identifying variances and making appropriate recommendations.
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- Ensure regular data cleansing is actioned and contacts are current.
- Ensure compliance with data protection guidelines, GDPR, confidentiality and corporate policy.

People Management and Development

- Inspire and provide advice and support to volunteers and interns under the direction of line manager and to Volunteer Management guidelines.
- Where necessary lead the recruitment and retention of high calibre fundraisers into the Corporate and Community team.
- Recognise and value the contribution of volunteers and intern.
- Develop and monitor training plan for team members.
- Effectively manage and motivate the team (including volunteers and interns) and create a positive atmosphere, agile approach, and high morale.
- Conduct Performance Development Reviews and monthly 1:1's for all direct reports.
- Within PMP, identify and support individual performance issues.
- Take responsibility for own continuous professional development.

Team Working and Collaboration

- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, Predictive Index and feedback processes (SBI).
- Work across project teams and with colleagues across the organisation to proactively optimise every opportunity to acquire long term supporters and improve the case for support.
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives.
- Proactively participate in team meetings and away days as well as staff conference.
- Contribute to team building initiatives and activities.

Special Conditions

- Some UK travel and weekend will be required from time to time
- All staff have a responsibility to maintain an up-to-date knowledge and awareness of issues around the safeguarding of children, through the completion of the relevant training, at a level commensurate with their role
- All staff must adhere to, Rainbow Trust's safeguarding policies and procedures
- Ensure compliance with charity policies and all relevant legislation
- Demonstrate behaviors in line with the Charity values and maintain the reputation and standing of the charity
- The list of responsibilities outlined above are not intended to be exhaustive and the post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a Manager.

PERSON SPECIFICATION

Corporate & Community Fundraising Manager

Essential

Desirable

Experience

(Previous roles, types of organisations)

- Relevant fundraising, sales and marketing experience.
- Proven experience of developing and managing successful corporate partnerships winning new business and meeting income targets.
- Proven experience of building relationships with a wide range of stakeholders.
- Experience reporting on income and managing expenditure budgets.
- Experience managing, supervising or mentoring colleagues.
- Experience managing projects or events in a fundraising capacity.

- Worked for a fundraising charity of a similar size.
- Experience of working with community organisations and volunteer fundraisers.
- Volunteer management.
- Working with senior business leaders
- Experience securing five and six figure partnerships.

Special Competencies

(Specific job-related skills knowledge understanding)

- Competent in charity law as it applies to fundraising.
- Knowledge of principles that underpin good customer care.
- Use of a CRM database and business processes.
- Commercial and financial acumen.
- Confident presenter, skilled in pitching.
- Creative and imaginative writer.
- Strong negotiation, networking and relationship management skills.
- Strong MS Office knowledge and data management skills.

Disposition

(Influence over others, dependability, self-reliance)

- Friendly and enthusiastic, quickly connecting with others and building relationships.
- Takes the initiative – setting and achieving goals.
- Persuasive sales approach – motivating others into action.
- Results focused – constantly problem-solving and engaging the commitment of others.
- Works with a sense of urgency, completing tasks in a timely manner.
- Influential, stimulating communicator – cooperatively achieving results through people.
- Comfortable delegator with careful follow-up.
- Works at a faster than average pace, learns quickly and accurate with details.

PERSON SPECIFICATION

Corporate & Community Fundraising Manager

Essential

Desirable

Thinking Style

(Practical, conceptual, innovative, traditional, change orientated)

- Considerate of others.
- Practical and timely decision maker.
- Takes accountability for results.
- Comfortable with a changing environment.
- Comfortable working with data to glean insight and support decision making.
- Anticipates problems and takes calculated risks.

Attainments

(Academic & prof qualifications & training)

- Educated to degree level/or professional equivalent experience.
- IOF qualification or equivalent and relevant professional membership.

Motivation

(Ambition, money, security)

- Achieving results with and through people and bringing out the best in them.
- Recognition for achievement of business results.
- Growth opportunities.

Circumstances

(Mobility, special demands of job, unsocial hours)

- Commitment to own continuing professional development.
- Occasional requirement to work evening and/or weekends.
- Some travel within the UK may be required.
- Current valid driving licence.