

## Corporate New Business Lead

<b>Department:</b>	Fundraising and Engagement
<b>Job title:</b>	Corporate New Business Lead
<b>Accountable To</b>	Corporate and Community Fundraising Manager
<b>Based at:</b>	Head Office, Leatherhead
<b>Salary:</b>	Up to £34,000

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.



## Job Summary

The Corporate New Business Lead will be responsible for proactively generating significant income from five and six figure corporate partnerships.

This position, in the Corporate and Community team, will manage the new business pipeline, identify new opportunities, build relationships with key stakeholders and produce compelling applications and creative partnership proposals.

The Corporate New Business Lead will live the Rainbow Trust values and will work collaboratively across the organisation.

## Areas of Responsibility

### (specific to role)



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

- Lead corporate new business development to drive the growth of corporate partnerships
- Research and identify new business
- Identify key decision makers and use strong consultative and negotiation skills to articulate the benefits of a partnership and the Rainbow Trust brand
- Make effective and targeted new business calls, including warm and self-generated leads
- Work closely with colleagues to develop and present, inspiring, high quality new business proposals, pitches and presentations as well as respond to incoming proposals from potential corporate supporters
- Project manage our quarterly webinar series and a series of regional networking events to build relationships and engage key stakeholders.
- Monitor CSR/Corporate Responsibility issues in the media, fundraising trends and keep up to date with professional fundraising associations and media regarding fundraising tools and skills development

## General Responsibilities



SUPPORTING FAMILIES  
WITH A SERIOUSLY ILL CHILD

### Leadership and Strategy

- Provide advice and guidance for colleagues, volunteers and interns
- Operate in compliance with relevant legislation, best practice, and policy
- Commit to Performance Management Process (PMP) and develop stretching objectives to meet the strategic plan
- Take responsibility for own professional development following the PMP process
- Proactively develop relationships in the sector and maintain awareness of sector developments, fundraising tools and skills development
- Operate in compliance with relevant legislation, best practice, and corporate policy
- Live the Rainbow Trust values.

### Operational and Project Planning

- Develop and proactively manage own individual work programme in consultation with line manager to weekly, monthly, quarterly and annual timeframes
- Take individual responsibility for meeting agreed outcomes and objectives
- Monitor work programme progress against agreed KPI's and targets and report any variance
- Organise own time and resources effectively and use initiative.

### Working with Customers and Service Delivery

- Maintain effective relationships with funders and suppliers, ensuring that communications are to a high standard
- Act as a representative of the charity to a variety of external and internal audiences, in different contexts and events
- Ensure that supporter expectations are met and exceeded
- Report any complaints from supporters, suppliers or any other external or internal contacts
- Develop and maintain relationships with external providers to support staff to be the best they can be and remain an employer of choice.

## Developing, Maintaining Systems and Procedures

- Ensure processes are consistently and accurately followed including by using the CRM system to record a pipeline of potential prospects and pledges made.
- Take a continuous improvement approach to actively striving for maximum efficiency and effectiveness
- Ensure regular data cleansing is actioned and contacts are current
- Use data to support decision making
- Ensure compliance with data protection guidelines, GDPR and corporate policy.

## People Management and Development

- Support in the recruitment and retention of high calibre volunteers and interns, following best practice and HR legislation
- Inspire and provide advice and support to volunteers and interns under the direction of line manager and to Volunteer Management guidelines
- Recognise and value the contribution of volunteers and interns.

## Team Working and Collaboration

- Actively participate in continuous business improvement and people development initiatives, including buddying, Plan SBI processes
- Work closely with the philanthropy team so share contacts, application successes and relevant stories and statistics
- Collaborate effectively with colleagues in all teams to deliver on priorities and objectives
- Proactively share professional knowledge and expertise to colleagues and provide timely advice in line with policies and procedures
- Proactively participate in team meetings, away days and the annual staff conference
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements

## Special Conditions

- Complete relevant training to maintain knowledge and awareness of the issues around safeguarding of children and adhere to safeguarding policies and procedures
- The post holder will be expected to work out of the office, meeting key stakeholders, attending events and networking.
- Some out of office hours may be required to facilitate this.
- Some UK travel may be required.
- The post holder may have to carry out other reasonable tasks or responsibilities under the direction of a manager.

# PERSON SPECIFICATION

## Corporate New Business Lead

### ESSENTIAL

### DESIRABLE

#### Experience

(Previous roles, types of organisations)

- Experience of working in a corporate fundraising position or highly demonstrable, transferable skills from the corporate sector.
- Highly proactive approach to researching and initiating new business opportunities
- Proven experience of prospect management
- Proven experience of winning new business
- Proven experience of bid writing, presenting and cultivating key stakeholders

- Experience securing five and six figure partnerships
- Experience securing strategic partnerships in the third sector

#### Special Competencies

(Specific job-related skills knowledge understanding)

- Knowledge of principles of relationship management and good customer care
- Clear and creative written communicator
- Confident oral communicator; face to face and over the telephone
- Strong MS Office knowledge and CRM database skills
- Confident and enthusiastic presenter and networker

#### Disposition

(Influence over others, dependability, self-reliance)

- Friendly, outgoing and enthusiastic, quickly connecting with others and building strong working relationships
- Motivating, empathetic and persuasive communicator
- Leads by example, anticipates problems and is driven by results
- Works accurately with details within established standards and guidelines
- Works with a sense of urgency, with the ability to multi task as required
- A fast learner who responds quickly to pressure and change
- A socially-focused attitude with task-based collaboration

# PERSON SPECIFICATION

## Corporate New Business Lead

### ESSENTIAL

### DESIRABLE

#### Thinking Style

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

- Considerate, with a deep understanding and trust of others
- Comfortable with a fast pace and changing environment
- Independent decision maker within remit
- Anticipates problems and is driven by achieving results and meeting goal requirements

#### Attainments

(Academic & prof qualifications & training)

- Evidence of literacy and numeracy appropriate to the level of the role
- Demonstrable interest in life-long learning and professional development

#### Motivation

(Ambition, money, security)

- Recognition and reward for achieving results with and through people
- High quality customer satisfaction
- Meeting income targets

#### Circumstances

(Mobility, special demands of job, unsocial hours)

- Occasional requirement to work evening and/or weekends
- Some travel within the UK may be required
- Current valid driving licence