

CORPORATE AND COMMUNITY FUNDRAISER

Department:	Fundraising & Engagement
Job title:	Corporate and Community Fundraiser
Accountable to:	Corporate and Community Manager
Accountable for	Volunteers
Based at:	Head office
Salary:	Up to £31,000

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

This position, in the Corporate and Community team, builds relationships with corporate and community organisations to deliver and exceed income targets in line with the business plan, fundraising strategy and operational plans.

The Corporate and Community Fundraiser will build and maintain the pipeline through effective networking, prospecting, digital acquisition and on and off-line stewardship.

Working collaboratively towards a "one team one target" approach across the Fundraising and Engagement department, the postholder will ensure that the use of technology is maximised and all processes are subject to continuous improvement.

The Corporate and Community Fundraiser will live the Rainbow Trust values and will effectively communicate with our supporters at various events and meetings.



Areas of Responsibility

(specific to role)

- Work collaboratively to plan and deliver engagement and fundraising plans
- Research and identify new business opportunities using all the tools available including networking and existing Rainbow Trust contacts
- Act as the main point of contact for a portfolio of accounts, offering exceptional account management
- 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 with the Engagement team to prepare and present high-quality new business proposals, pitches and presentations to win new business as well as respond to incoming proposals from potential supporters
- Working with the Engagement team deliver excellent supporter stewardship to engage supporters and ensure agreed fundraising objectives are successfully met and if possible exceeded
- Develop project plans to support work programme activity that identify key milestones, success criteria and resource requirements
- Respond effectively and promptly to enquiries and requests received directly from potential new supporters and relay information to appropriate internal contacts.
- Respond effectively and promptly to enquiries and requests received directly from donors, funders and prospects.
- Work with the Engagement team to create marketing materials to inspire, support and ensure every supporter feels valued, appreciated and informed.
- Use Donorfy to accurately plan and log activity.

General Responsibilities

Leadership and Strategy

- Provide constructive and positive leadership that inspires colleagues, volunteers and interns to meet and exceed acquisition and fundraising targets
- 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
- Commit to the Performance Management Process and develop stretching objectives to meet the strategic plan
- Take responsibility for own professional development following the PMP process
- Live the Rainbow Trust values.

Operational and Project Planning

- Develop own individual work programme in consultation with line manager to weekly, monthly, quarterly and annual timeframes
- Take individual responsibility for agreed objectives, targets, and budgets
- Monitor project and work programme progress against agreed KPI's and targets and report any variance
- Negotiate with suppliers to ensure best value for money is obtained
- Contribute to team and department planning events and activity
- Organise own time and resources effectively and use initiative.

Working with Customers and Service Delivery

- Maintain effective relationships with funders, and suppliers
- Act as a representative of the charity to a variety of external and internal audiences, in different contexts and events
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts
- Ensure that supporter expectations are met and exceeded.

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 activity striving for maximum efficiency and effectiveness
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in Donorfy
- Utilise and interrogate data to monitor progress towards personal objectives
- Contribute to wider data collection and analysis exercises across the department
- Ensure regular data cleansing is actioned and contacts are current
- 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 through effective supervision (following best practice guidelines for managing volunteers/interns)
- 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.

Team Working and Collaboration

- Actively participate in the implementation of continuous business improvement and people development initiatives, including buddying, PI and SBI processes
- 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 and away days, including SBI feedback as well as annual staff conference
- Attend training as necessary in order to meet changing needs, new technological developments and service requirements
- Contribute to team building initiatives and activities including SBI feedback

Special Conditions

- 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
- The post holder will be expected to work out of the office, meeting supporters and committees, running events and delivering on commitments to stakeholders. Some out of office hours may be required to facilitate this.
- Some UK travel may be required.
- 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 and Community Fundraiser



SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

ESSENTIAL

DESIRABLE

Experience

(Previous roles, types of organisations)

- Relevant fundraising experience working with community organisations
- Proven experience of prospect management
- Proven experience of winning new business
- Proven experience of effective supporter stewardship
- Proven experience of effective account management

- Worked for a fundraising charity
- Volunteer management

Special Competencies

(Specific job-related skills knowledge understanding)

- Confident verbal communicator - face to face and over the phone
- Confident presenter, skilled in pitching
- Strong negotiation, networking and relationship management skills
- Commercial and financial acumen
- 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
- Strong MS Office knowledge and data management skills

Disposition

(Influence over others, dependability, self-reliance)

- Friendly, outgoing and enthusiastic, quickly connecting with others and building relationships
- Motivating, empathetic and persuasive communicator
- Leads by example with first-hand knowledge of expertise
- Works accurately with details within established standards and guidelines
- Works with a sense of urgency, completing task in a timely manner
- A fast learner who responds quickly to pressure and change
- A socially-focused attitude with task-based collaboration
- Self-starter - takes initiative, controlling all aspects of tasks, from beginning to end

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ESSENTIAL

DESIRABLE

Thinking Style

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

- Considerate, with a deep understanding and trust of others
- Comfortable with a changing environment
- Independent decision maker within remit, involving of others outside of this
- Anticipates problems and takes calculated risks

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Attainments

(Academic & prof qualifications & training)

- Evidence of literacy and numeracy appropriate to the level of the role

- Educated to degree level or equivalent
- 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
- High quality customer satisfaction
- Meeting income targets

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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

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