

JOB DESCRIPTION

Job Title:	Corporate Fundraising Manager
Responsible To:	Head of Philanthropy
Location:	Home based with requirement for occasional travel
Salary:	£32,359 to £36,698 per annum (Band D) dependent on experience, plus 8% employer pension contribution.
Duration:	Established post
Hours:	37 hours per week (Full time)

Job Purpose

- Responsible for developing and implementing a corporate and commercial fundraising strategy to deliver sustainable income growth.
- Lead on actively identifying and developing new partnership opportunities and relationships, researching, pitching, influencing, and negotiating to significantly increase income for the charity.
- Manage existing corporate partners to retain, develop and grow long term income.

Main Responsibilities

- Identify, nurture, develop and manage new and existing corporate partners including producing and communicating inspiring funding opportunities aimed at specific organisations.
- Manage existing corporate and commercial fundraising relationships, corporate and business sponsorship, supporters, and corporate members, providing an exceptional standard of stewardship to encourage repeat support.
- Negotiate and deliver partnership agreements ensuring delivery against agreed targets and a good return on investment for the charity.
- Write and update contracts and agreements, liaising with the Senior Finance Manager and Line Manager, for all new and renewed sponsorship and partnerships.
- Identify new commercial fundraising opportunities, writing project plans and drafting budgets.
- Develop an approach to tap into 'green private investment', realising opportunities where possible, with support from consultants.
- Create compelling cases for support and successfully pitch, present and influence to maximise success in securing potential long term, high value partnerships.
- Lead on the delivery of a first-class funder experience for current and prospective corporate partners and supporters including proactive relationship building.
- Monitor income targets and activities for Trading and Corporate fundraising including reporting to and attendance at the BC Trading Company Board Meetings.

- In conjunction with the Digital Manager, manage BC's website shop portals and commercial partnerships to ensure a good level of royalties, proactive marketing, and supply of ethically sourced and sustainable goods.
- Liaise with Communications Team to ensure effective promotion of corporate and business agreements and timely reporting back on campaigns.
- Manage the creation, production, and sales of various ad hoc items to raise income to the Trading Company, e.g., BC calendars and Christmas cards etc.
- Identify funding opportunities in line with BC's strategic direction, documents and business need ensuring eligibility, ethics, and due diligence - generating leads and developing plans to secure support.
- Update and maintain records of all business and corporate approaches, communications and agreements on the CRM and ensure effective use of the database for fundraising planning.
- Provide support in other areas of fundraising and membership engagement as required.
- Advise Branch volunteers where they seek to establish business support for their activities.

General

- Attend external meetings and events as required.
- Contribute to the development and implementation of BC's overall Fundraising Strategy.
- To be an ambassador for and to represent BC in various internal and external activities to ensure high profile recognition is given to Fundraising opportunities.
- Promote BC's values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role.
- Collaborate effectively with key teams across BC including to ensure all current and future opportunities are fully integrated within operational plans and good communication is maintained.
- Undertake any other reasonable duties as required and commensurate with the grade of post.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse and inclusive workforce.
- Work in accordance with BC's policies, procedures, and codes of conduct.
- Actively participate in on-going professional development activities.
- Support any member of the Senior Leadership team or other colleagues in meetings or presentations required.

PERSON PROFILE

JOB TITLE: Corporate Fundraising Manager

Technical/Specialist Skills	Essential	Desirable	Method of assessment
Educated to degree level or equivalent experience	✓		A/I
Proven experience of working in a similar role	✓		A/I
Proven successful experience in corporate fundraising environment	✓		A/I
Proven ability to manage and develop senior and diverse relationships	✓		A/I
Practical experience of using charity CRM systems	✓		A/I
Knowledge of GDPR legislation and how it applies in a fundraising context	✓		I
Knowledge of the laws or regulations that apply specifically to fundraising	✓		I
Ability to develop, plan and implement fundraising plans and strategies	✓		I
Experience of effectively stewarding corporate relationships	✓		A/I
Experience of creating and managing corporate membership	✓		A/I
Experience in writing and delivering presentations and speeches	✓		I
Up to date knowledge of digital marketing		✓	I
Experience of prospect research		✓	I
Experience of communicating complex information (e.g., scientific information) succinctly and in plain English		✓	I
Successful track record of designing and implementing multi-channel fundraising appeals on an annual schedule		✓	I
Decision making and society policy			
Empathy with aims and objectives of Butterfly Conservation	✓		A/I
Budget Responsibilities			
Experience of monitoring budgets and assisting in budget preparation	✓		I
Line Management/Contractor Responsibility			
Experience of managing external contractors (i.e., design agencies)	✓		I
Experience of line management		✓	
Working with Volunteers/Managing External Partners and others			
Experience of working with external organisations, supporters, volunteers, and donors at a variety of levels	✓		A/I
Ability to initiate and build relationships with supporters	✓		I
Effective communication both verbal and written with a wide range of individuals, from volunteers and staff to supporters and external partners	✓		I
Personal Attributes			
Analytical and methodical, with a high degree of accuracy	✓		I
Target driven with ambition to succeed and meet targets	✓		I



Butterfly Conservation

Saving butterflies, moths and our environment

Organised with ability to prioritise workload, set work programmes, meet tight deadlines, and use own initiative	✓		I
Creative and innovative with the ability to produce exciting and inspiring marketing campaigns	✓		I
Collaborative with an excellent team working ethos	✓		I
Excellent interpersonal and communications skills at all levels	✓		I
Pragmatic, innovative and able to motivate others	✓		I
Willing to work some weekends/evenings, sometimes away from home		✓	I
Full driving license (or means to travel)	✓		A

Key: A = Application Form I = Interview