



**Job Title:** Corporate & Community Fundraising Manager

**Reports to:** Charity Manager

**Accountable to:** Board of Trustees

**Principle Role:** To develop, support and champion Corporate and Community Fundraising activity.

The main purpose of this role is to generate new corporate and community-based funders and sponsors whilst managing and developing existing relationships.

The secondary purpose of the role is to plan, manage and execute a programme of fundraising initiatives across the area to encourage corporates and community to help generate income through well considered, thoughtfully planned and effectively delivered programmes of fundraising activities. Which are aligned with the charity's strategy and values.

You will be the main point of contact for corporates, whilst supporting groups and individuals working alongside the charity manager and wider fundraising team.

**Hours:** 37 hours a week Monday to Friday, with flexibility needed to work some evenings and weekends as required.

**Location:** With regular travel to the Head Office (GU32 1RU) and flexible homeworking.

**Relationships:**

The post holder is expected to foster excellent working relationships with potential, existing and lapsed corporate partners, external partners, community groups and individual supporters and the wider Fundraising team.

**Job Description:**

**Main Responsibilities:**

- Identify prospective new corporate partners through research, networking, and an understanding of the marketplace with the goal of maximising sustainable opportunities for income generation to agreed budgets.
- Develop and nurture portfolio of corporate accounts, liaising with directors, CSR managers and executives to cultivate effective and sustainable partnerships with companies that are truly committed to helping Hounds for Heroes achieve its aims.
- Actively track in-year and long-term corporate income potential, highlighting income at risk or lost, and develop plans to minimise the impact.
- Contribute insights to the forecasting and budgeting process.



- Share your extensive experience supporting the wider team with groups and individuals organising community activity to raise money for Hounds for Heroes, help and encourage them, to provide the highest levels of supporter relationship management.
- Act as a brand ambassador for the charity establishing multi-level relationships which educate and inform key contacts and charity ambassadors and encourage the growth of a dedicated supporter base.
- Produce, implement, monitor and report on development plans for each partner
- Maintain high account management and internal customer service standards, providing regular reports to partners on the outcomes and benefits of their support
- Maintain a thorough and up-to-date understanding of Hounds For Heroes operational priorities, articulating our vision and creating winning causes for support.
- Promote networking events in order to raise the profile of the charity and its activities both nationally but with a particular focus in southern England and London.
- Bring fresh ideas into the future growth and work of Hounds for Heroes whilst actively contributing to a culture of innovation, resourcefulness and best practice.
- Advise, support and equip the wider fundraising team with account management and stewardship techniques.
- Attend events where charity presence is required – both in and outside of office hours.

#### **General:**

- To work with the charity manager to input into the development/review of the fundraising strategy and to deliver a sustainable income stream from Corporate and Community fundraising to exceed an incremental income budget in 2021 in accordance with the budget.
- To ensure that all relevant systems, processes and procedures are adhered to including the use of appropriate risk assessments and planning documents.
- To work with key colleagues across the charity to ensure that our service users, their families and friends are able to support the charity in line with our Fundraising goals.
- To undertake other such duties under the direction of the charity manager that may become appropriate from time to time in order to achieve the charity's objectives.
- Ensure all fundraising activities comply with relevant legislation and with best practice guidelines established by the Chartered Institute of Fundraising, the Fundraising Standards Board and the General Data Protection Regulations.

#### **Key Behaviours:** E = Essential D = Desirable

- Self-driven, results-oriented with a positive outlook and a clear focus on supporters with the ability to influence both internal and external audiences. **(E)**
- Evidence of working in Corporate and Community Fundraising with a proven track record of over achievement with at least 3 years' experience. **(E)**
- Evidence of working to, monitoring and achievement of income targets. **(E)**



- Evidence of identifying and delivering new opportunities to maximise value. **(E)**
- Evidence of creative business development - Across multiple sites. **(D)**
- Evidence in the development of bespoke stewardship plans. **(E)**

### **Key Skills and Abilities:**

- Confident communicator an ability to prepare and deliver compelling presentations to positively engage and influence a wide range of audiences. **(E)**
- Self-motivated and solution focused with excellent interpersonal skills including exemplary telephone and face to face manner. **(E)**
- Resourceful and collaborative able to work independently and as part of team. **(E)**
- Good written skills with the ability to communicate with a variety of audiences. **(E)**
- Strong administrative skills and competent use of Microsoft office applications. **(E)**
- Excellent time and resource management skills. **(E)**
- A connection to the armed forces. **(D)**
- Able to demonstrate a whole-hearted commitment to the vision and values of Hounds for Heroes. **(E)**

### **Other qualities:**

- A full UK driving license and access to a car. **(E)**
- Flexibility outside of working hours and a willingness to travel and work evenings and weekends as required. **(E)**
- Knowledge and experience in the effective use of a supporter CRM data bases. **(D)**

This job description is not exhaustive and will be reviewed in consultation with the post holder from time to time and amended in the light of the changing needs of the charity. Hounds for Heroes operates a system of regular performance reviews, which includes an Annual Appraisal where the job description, progress against objectives and overall performance in post are discussed.