



# Corporate Partnerships Manager

<b>Department</b>	Fundraising
<b>Term</b>	Permanent
<b>Location</b>	SPANNA head office, London.
<b>Hours of work</b>	Standard hours are 9.00am-5.00pm, Monday to Thursday, and 9.00am-4.30pm Fridays, although these may be varied in line with SPANNA's flexible working policy.
<b>Annual leave</b>	22 days annual leave, excluding bank holidays, plus three additional days to be taken over the Christmas period when the office is closed. Further days of leave will be earned after two years of service – see the employment handbook for details.
<b>Remuneration</b>	Competitive, plus 10% employer contributory pension to personal pension plan matched by 5% employee contribution and optional private healthcare scheme.
<b>Overall purpose of the role</b>	<p>The Corporate Partnerships Manager will drive the development and delivery of SPANNA's corporate fundraising strategy. The post holder will be responsible for the generation of income and other added-value benefits from corporate organisations. This will include managing the prospect pipeline and corporate fundraising calendar, making proactive approaches to corporates, and supporting pitches and meetings with corporate clients.</p> <p>The Corporate Partnerships Manager will be an outstanding team player and work collaboratively to maximise income and support from corporates to SPANNA.</p>
<b>Line managed by</b>	Head of Philanthropy

## **The Fundraising Team**

This role sits within the Major Gifts team, which is part of the wider Fundraising department. The Major Gifts team is responsible for raising income from high-value donors, legacies, trusts/foundations and statutory fundraising and corporate fundraising. The Fundraising department also comprises Donor Marketing & Digital Fundraising and Supporter Care (Supporter Engagement, Database Management, Community Fundraising and Events).

## **Key responsibilities:**

### **1. Corporate partnerships programme management**

- Manage the delivery of SPANA's corporate fundraising strategy, developing awareness and support within our key target audiences to maximise income.
- Develop and deliver an annual work programme, which drives meaningful progress of our work with corporates and secures new corporate supporters.
- Maintain and update the corporate fundraising pipeline and activity calendar. This will include time-sensitive corporate appeals and charity-of-the-year applications.
- Research and make approaches to corporate organisations, ensuring each is tailored as appropriate to secure support and position SPANA as a partner of choice.
- Provide exemplary account management to existing corporate partners, to ensure their continued engagement with the charity.
- Organise events, visits, meetings and other appropriate activities to encourage and maintain support from corporates.
- Project-manage the development and production of SPANA fundraising and marketing materials, to support corporate fundraising activities.
- Support senior stakeholders, including the Chief Executive, Director of Fundraising and other directors, with corporate fundraising activities, including presentations and meetings.
- Work with SPANA colleagues to identify and maintain a list of suitable projects that would particularly appeal to potential corporate partners.
- Work with the Communications team to ensure required PR and communications activities concerning corporate partnerships are developed and delivered.
- Prepare and present written reports and information as required.
- Participate in Fundraising Development Committee meetings and activities.
- Support the Head of Philanthropy and the Major Gifts team in development of new income streams.

### **2. Programme support and administration**

- To have responsibility for the corporate budgets and contribute to target setting, monitoring and analysis of the programme.
- Provide regular reporting on progress, targets and income generated.
- Maintain accurate records of corporate fundraising activities on our CRM database.
- Ensure the corporate fundraising programme runs according to set procedures and timelines, whilst providing exemplary stewardship.
- Provide general administrative support to ensure the smooth running of the corporate fundraising programme, such as drafting documents, updates and meeting minutes, dealing with telephone queries, data entry and filing.

### **3. Other**

- Ensure all SPANA's corporate fundraising activities are legally compliant, in keeping with our values and fully adherent to due diligence and our Acceptance or Refusal of Donations Policy.
- Ensure all policies and procedures are up to date and legally compliant.
- Uphold and promote SPANA's policies and procedures at all times.
- Assist (especially when colleagues are on holiday or during busy times) with activities across the Major Gifts team.
- Undertake any other duties not specified above and that are within the context and grade of this post.

## **Organisational Culture**

As a small charity (in terms of staffing, not ambition nor reach) at times we need everybody to pull together and help out so, in addition to the person specification, we require staff to:

- Be positive with a friendly manner whilst remaining professional and efficient.
- Be flexible as from time to time the post holder may be asked to perform other duties.
- To resolve supporter complaints quickly, appropriately and professionally in regard to the areas that their role relates to.
- Enjoy working in a team and have a strong team ethic.
- To maintain, improve and develop team processes and procedures as and where necessary.
- To gain an in-depth understanding of SPANA's charitable work in order to communicate confidently to current and potential donors.
- Share information with the team, whilst respecting confidentiality, so that you and your colleagues have all the information you need to perform your duties effectively.
- Maintain strict confidentiality at all times.
- Be committed to the aims and objectives of SPANA.
- To attend and assist at fundraising events and be willing to work occasional weekends and evenings when required due to events and community activities.
- Be willing to work within SPANA's employment policies.

## Person Specification

<b>Experience</b>		
Strong experience of working in a corporate fundraising role or equivalent, with a track record of developing and maintaining relationships with corporate partners and/or potential supporters that ultimately generate income	(E)	
Experience of managing a corporate fundraising programme or equivalent	(E)	
Experience of developing and maintaining a corporate pipeline	(E)	
Experience of producing high-quality and compelling approaches, proposals, reports, presentations and correspondence, to inspire generous support from corporate and other donors	(E)	
Experience of delivering income against targets	(E)	
Experience of prospect research techniques, and using research to suggest suitable projects/areas of interest/building a long term relationship	(E)	
Experience of working with databases, preferably Raisers Edge		(D)
Experience of working in the charity/not for profit sector		(D)

<b>Knowledge/technical skills</b>		
Excellent written and verbal communication skills with the ability to communicate clearly and persuasively about a cause	(E)	
Exceptional organisational skills with ability to prioritise a varied workload, remaining calm whilst dealing with changing priorities to meet tight deadlines.	(E)	
Excellent computer skills with strong knowledge of Excel, Word, Microsoft Outlook, Internet Explorer, etc	(E)	
Ability to maintain effective administrative systems and procedures	(E)	
Proven stakeholder management skills	(E)	
Knowledge of setting up and following procedures		(D)
Knowledge of GDPR and data practices		(D)
Knowledge of the current charity corporate fundraising market, and potential supporters of a global animal charity		(D)

<b>Competencies</b>		
Ability to work independently and take responsibility for own areas of work, with a capability to use initiative and seize opportunities	(E)	
Ability to build working relationships with a diverse range of people at all levels of seniority	(E)	
A conscientious, positive and friendly team player	(E)	
Upholds and adheres to SPANA's core values	(E)	
Recognise the implications of working within a charity and a voluntary organisation		(D)
Highly innovative and creative thinker		(D)
Resilience, determination, patience and a focus on outcomes		(D)

**It should be noted that this is a new role and the job specification and remit may develop over time. The applicant should be happy to adapt and take on new and different tasks.**