

# JOB DESCRIPTION

**JOB TITLE**



**CORPORATE PARTNERSHIPS AND TRUSTS FUNDRAISING MANAGER**

**TEAM**



**FUNDRAISING AND MARKETING**

**CONTRACT TYPE**



**PERMANENT**

**DIRECT REPORTS**



**SENIOR TRUSTS FUNDRAISING OFFICER**

**REPORTING TO**



**HEAD OF PHILANTHROPY**

**LOCATION**



**LONDON HEAD OFFICE**

**HOURS OF WORK**



**34.5 HOURS PER WEEK**

**ANNUAL LEAVE**



**22 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS, PLUS THREE ADDITIONAL DAYS TO BE TAKEN OVER THE CHRISTMAS PERIOD. FURTHER DAYS OF LEAVE WILL BE EARNED AFTER TWO YEARS OF SERVICE – SEE THE EMPLOYMENT HANDBOOK FOR DETAILS. 10% EMPLOYER CONTRIBUTORY PENSION TO PERSONAL PENSION PLAN MATCHED BY 5% EMPLOYEE CONTRIBUTION AND OPTIONAL PRIVATE HEALTHCARE SCHEME.**

## OUR VISION

Our vision is a world where every working animal lives a life free from suffering and is treated with compassion

## OUR MISSION

Our mission is to improve the welfare of working animals in the world's poorest communities. We do this through treatment, training and teaching. We **TREAT** by providing free veterinary care when animals suffer or when emergencies strike. We **TRAIN** by building expertise among vets and promoting humane care by animal owners. We **TEACH** children to develop positive beliefs, respect and compassion towards animals.

## SUMMARY OF ROLE

The Corporate Partnerships and Trusts Fundraising Manager will drive the development and delivery of SPANA's corporate fundraising and trusts programmes. The post holder will be responsible for the generation of income and other added-value benefits from corporate organisations, trusts, foundations, and multilateral and statutory sources. This will include managing the corporate and trusts fundraising activity calendars and prospect pipelines; writing, developing and supporting pitches and applications to corporates, trusts and other related funders; making proactive approaches and managing existing relationships; and attending meeting with current and possible partners and funders.

## KEY RESPONSIBILITIES

### **Corporate partnerships and trusts fundraising programme management**

- Manage the delivery of SPANA's corporate fundraising strategy, developing awareness and support within our key target audiences to meet agreed annual targets.
- Manage the delivery of the trust fundraising strategy, including work to identify and research potential new sources of trust, statutory and multilateral funding to meet agreed annual targets.
- Develop and manage the delivery of an annual work plan and pipeline for our corporate and trusts fundraising programmes, to grow income from both income streams. This will include time-sensitive corporate and trusts appeals and charity-of-the-year applications.
- Provide the Senior Trusts Fundraising Officer with clear, collaborative and supportive line management, that maximises staff performance and wellbeing.
- Research and make approaches, pitches, submissions and applications to corporate organisations and charitable trusts and foundations (both in the UK and overseas territories within SPANA's global fundraising programme, such as Australia).
- Project-manage the development and submission of funding applications to statutory and multilateral sources (such as the Foreign, Commonwealth and Development Office and United Nations), working with colleagues to identify opportunities and develop projects and proposals.
- Research and pursue trusts fundraising work in assigned new target areas, to expand the programme's reach and impact.
- Write clear, concise and compelling proposals, and feedback reports for successful applications and submit in a timely manner.
- Develop new and existing corporate and trusts relationships through exemplary stewardship (feedback reports, mailings, phone calls, face to face, etc) to maximise long term income, secure new sources of funding, upgrade existing levels of giving, repeat donations and multi-year funding.
- Work with SPANA colleagues to identify and maintain a list of suitable projects (that would particularly appeal to potential corporate partners and trust funders) and provide appropriate narrative and financial feedback reports on specific projects and restricted funds (for funders and internal purposes).
- Organise events, visits, meetings and other appropriate activities to encourage and maintain support from corporates and trusts.
- Project-manage the development and production of SPANA fundraising and marketing materials, to support corporate and trusts fundraising activities.
- Support senior stakeholders, including the Chief Executive and Director of Fundraising and Marketing, with corporate and trusts fundraising activities, including presentations and meetings.
- Work with the Communications team to ensure required PR and communications activities concerning corporate partnerships or trust funding are developed and delivered.
- Participate in Fundraising Development Committee meetings and activities.
- Support the Head of Philanthropy and the Major Gifts team in developing new income streams.

### **Programme support and administration**




- Take responsibility for the corporate and trusts fundraising budgets and contribute to target setting, monitoring and analysis of the programmes.
- Provide regular reports and information on progress, targets and income generated.
- Maintain accurate records of corporate and trusts fundraising activities on our CRM database.
- Ensure all work runs to set procedures and timelines, whilst providing exemplary stewardship.
- Provide general administrative support to ensure the smooth running of the corporate and trusts fundraising programmes.

### **Other**

- Ensure all SPANA's corporate and trusts fundraising activities are legally compliant, in keeping with our values and adherent to due diligence and our Acceptance or Refusal of Donations Policy.
- Ensure all SPANA policies and procedures are up to date, legally compliant and fully adhered to.
- Assist with activities across the Major Gifts team, particularly during peak times and holidays.

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

# PERSON SPECIFICATION

<p><b>KNOWLEDGE, TRAINING &amp; QUALIFICATIONS</b></p> 	<ul style="list-style-type: none"> <li>• Extensive knowledge of corporate and trusts fundraising principles and practices, ideally including statutory/ multilateral fundraising.</li> <li>• Knowledge of the current corporate and trusts fundraising market, including potential supporters.</li> <li>• Knowledge of developing and delivering compelling pitches and applications to corporates and trusts.</li> <li>• Knowledge of charity fundraising regulations, GDPR and data practices.</li> <li>• Knowledge of the requirements and expectations of working in the charity sector.</li> </ul>
<p><b>EXPERIENCE</b></p> 	<ul style="list-style-type: none"> <li>• Experience of working in a fundraising management role or equivalent, with a track record of developing and maintaining relationships with partners and/or potential supporters that ultimately generate income.</li> <li>• Experience of managing a corporate and/or trusts fundraising programme, an, or equivalent.</li> <li>• Experience of managing and developing staff.</li> <li>• Experience of understanding complex information and finances, and conveying it in concise and persuasive applications to corporates and trusts (including ideally statutory and multilateral funders).</li> <li>• Experience of developing and maintaining a corporate and/or trusts pipeline, or equivalent.</li> <li>• Experience of producing high-quality and compelling approaches, proposals, reports and presentations.</li> <li>• Experience of delivering income against targets.</li> <li>• Experience of prospect research techniques, and using research to suggest suitable projects/areas of interest/building a long term relationship.</li> <li>• Experience of working with databases, preferably Raisers Edge, understanding data selections and the nuance of data.</li> </ul>
<p><b>SKILLS &amp; ATTRIBUTES</b></p> 	<ul style="list-style-type: none"> <li>• An outstanding communicator and negotiator with excellent written and verbal skills.</li> <li>• Highly numerate, with the ability to create, maintain and monitor budgets and expenditure summaries, and to speak and write about financial matters.</li> <li>• Excellent computer skills.</li> <li>• A diligent researcher with excellent analytical skills, accuracy and attention to detail.</li> <li>• Excellent interpersonal and organisational skills.</li> <li>• Ability to work independently and take responsibility for own areas of work.</li> <li>• Ability to maintain, develop and follow effective administrative systems and procedures</li> <li>• A conscientious, positive and friendly team player.</li> <li>• Upholds and adheres to SPANA's core values</li> <li>• Resilience, determination and a focus on outcomes.</li> </ul>

# OUR VALUES

## EXCELLENCE

- WE ARE MOTIVATED BY OUR COLLEAGUES, BENEFICIARIES AND SUPPORTERS TO BE THE BEST WE CAN BE.
- WE SEEK EXCELLENCE IN OUR WORK AND ARE NOT AFRAID TO TRY NEW THINGS.
- WE ARE PASSIONATE AND OPTIMISTIC; WE WORK THROUGH BARRIERS TO ACHIEVE SUCCESS.
- WE ARE BRAVE AND COURAGEOUS IN ALL ASPECTS OF OUR WORK.

## RESPECT

- WE ARE TOLERANT AND CONSIDERATE OF EVERYONE'S RIGHTS, CULTURES AND BELIEFS.
- WE TREAT EVERYONE EQUALLY, WITH DIGNITY AND RESPECT.
- WE ENGAGE WITH SENSITIVITY AND COMPASSION, TAKING TIME TO LISTEN AND UNDERSTAND SITUATIONS IN ORDER TO MAKE INFORMED DECISIONS.
- WE EMPATHISE WITH OUR BENEFICIARIES AND USE BOTH KINDNESS AND OUR PROFESSIONAL EXPERTISE TO RELIEVE THEIR SUFFERING.

## INTEGRITY

- WE USE OUR RESOURCES ETHICALLY AND CONSIDER SPANA'S SUSTAINABILITY.
- WE ARE ACCOUNTABLE, TAKING RESPONSIBILITY FOR, AND OWNERSHIP OF, OUR WORK.
- WE MAKE DECISIONS WITH INTEGRITY AND HAVE THE COURAGE TO STAND BY THEM.
- WE ACT WITH HONESTY AND HUMILITY AND ARE NOT AFRAID TO FAIL SO THAT WE CAN ALL LEARN.
- WE ARE LOYAL AND DILIGENT IN ALL ASPECTS OF OUR WORK, PERSEVERING TO OVERCOME CHALLENGES.

## COLLABORATION

- WE COOPERATE AS A TEAM, EMPOWERING EACH OTHER AND THE COMMUNITIES WITH WHICH WE WORK.
- WE SUPPORT ONE ANOTHER, WITH A FLEXIBLE AND ADAPTABLE APPROACH TO GET THE JOB DONE.
- WE SHARE SPANA'S VISION, VALUES AND GOALS.
- WE VALUE EVERYONE'S CONTRIBUTION - THEIR KNOWLEDGE, SKILLS AND PROFESSIONAL EXPERTISE - TO ACHIEVE OUR COLLECTIVE GOALS.