

# JOB DESCRIPTION

## JOB TITLE

**FUNDRAISING RELATIONSHIPS AND  
BUSINESS DEVELOPMENT MANAGER**

## DEPARTMENT

**GLOBAL FUNDRAISING, MARKETING  
AND COMMUNICATIONS**

## CONTRACT TYPE

**PERMANENT**

## DIRECT REPORTS

**FUNDRAISING RELATIONSHIPS OFFICER**

## REPORTING TO

**HEAD OF PHILANTHROPY AND  
FUNDRAISING PARTNERSHIPS**

## LOCATION

**HYBRID - LONDON OFFICE AND REMOTE**

## HOURS OF WORK

**34.5 HOURS PER WEEK**

## ANNUAL LEAVE

**26 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS.  
FURTHER DAYS OF LEAVE WILL BE EARNED AFTER TWO  
YEARS OF SERVICE – SEE THE EMPLOYMENT  
HANDBOOK FOR DETAILS.**

## REMUNERATION

**COMPETITIVE**

## OUR VISION

Our vision is a world where every working animal lives a healthy and valued life.

## OUR MISSION

Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.

## SUMMARY OF ROLE

The Fundraising Relationships and Business Development Manager will drive the development and growth of SPANA's fundraising relationships and partnerships programme. The post holder will be responsible for the generation of income from corporate partners and high-value individuals, through building relationships and growing our donor pipeline. The post holder will manage existing corporate and high-value donor relationships, applications and appeals, and also drive the development of potential prospects into long-term major donors and corporate partners.

While keeping SPANA's mission to transform the welfare of working animals at the heart of our programme, the post holder will work to deliver a step change in our long-running high-value donor programme, identifying and pursuing new opportunities to maximise income for our cause. The post holder will also drive work to develop our corporate relationships for the charity.

### Key Relationships

- Responsible to the Head of Philanthropy and Fundraising Partnerships
- Philanthropy and Fundraising Partnerships team
- Global Fundraising, Marketing & Communications colleagues
- Chief Executive
- Senior Leadership Team members
- Global Programmes colleagues, in the UK and internationally.

## KEY RESPONSIBILITIES

### High-value donor and corporate fundraising programme management

- Manage the development and delivery of the high-value donor and corporate fundraising programme, to maximise relationships, partnerships and long-term income.
- Develop and drive the delivery of a structured, dynamic and agile acquisition plan for the high-value donor and corporate programme, to maximise engagement and income.
- Develop existing and new relationships through the right mix of tailored approaches/asks and exemplary stewardship activities (such as feedback reports, face to face meetings, phone calls) to secure new sources of funding, upgrade existing levels of giving, repeat donations and multi-year funding.
- Manage the high-value donor and corporate marketing and stewardship programmes, supervising appeals, approaches, updates and all related activities to ensure clear, concise and compelling proposals and reporting.
- Provide the Fundraising Relationships Officer with clear, collaborative and supportive line management, that maximises staff performance and wellbeing.
- Research and pursue high-value donor fundraising work in assigned new target areas (both in the UK and overseas territories within SPANA's global fundraising programme, such as Australia) to expand the programme's reach and impact.
- Manage the development and delivery of SPANA fundraising events.
- Work closely with all departments to identify new income opportunities, projects for funding and required resources.
- Project-manage the development and production of SPANA fundraising and marketing materials, to support high-value donor and corporate activities.
- Support senior stakeholders, including the Chief Executive and Global Director of Fundraising, Marketing and Communications, with high-value donor activities fundraising activities, including presentations and meetings.
- Work with colleagues to ensure required PR and communications activities concerning major donors funding are developed and delivered.
- Support the team in developing new income streams.

### Programme support and administration

- Take responsibility for the high-value donor and corporate fundraising budgets and contribute to target setting, monitoring and analysis of the programme.
- Provide regular reports and information on progress, targets and income generated.
- Maintain accurate records of major donor 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 major donor fundraising programme.
- Deputise for the Head of Philanthropy and Fundraising Partnerships when required.

### Other

- Ensure all 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 team, particularly during peak times and holidays.

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

# PERSON SPECIFICATION

<p><b>KNOWLEDGE, TRAINING &amp; QUALIFICATIONS</b></p>	<ul style="list-style-type: none"> <li>• Knowledge of high-value donor and corporate fundraising principles and practices.</li> <li>• Knowledge of donor and partner acquisition techniques.</li> <li>• Knowledge of developing and delivering compelling pitches and applications.</li> <li>• Knowledge of charity fundraising regulations, GDPR and data practices (desirable).</li> <li>• Knowledge of global animal welfare and organisations, within an international development context (desirable).</li> <li>• Knowledge of the requirements and expectations of working in the charity sector (desirable).</li> </ul>
<p><b>EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• Experience of working in a busy fundraising, marketing or commercial business team.</li> <li>• Experience of acquiring new donors and partners.</li> <li>• Experience of producing high-quality and compelling approaches, proposals, reports and presentations.</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 developing, building and maintaining relationships with high-value stakeholders and organisations.</li> <li>• Experience of working with restricted funds.</li> <li>• Experience of line management and building a collaborative, high-performance team.</li> <li>• Budgetary management experience.</li> <li>• Experience of working with databases and CRM, preferably Raiser's Edge, understanding data selections and the nuance of data.</li> <li>• Experience of managing or contributing to the development and delivery of fundraising events (desirable).</li> </ul>
<p><b>SKILLS &amp; ATTRIBUTES</b></p>	<ul style="list-style-type: none"> <li>• Good communication skills – written and verbal – with the proven ability to develop strong cases for support.</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>• Resilience, determination and a focus on outcomes</li> <li>• Strong commitment to SPANA's vision, mission and values.</li> </ul>