

Job Title: Corporate Partnerships Manager
Date: October 2024
Accountable to: Head of Fundraising
Location: Albemarle St, London with some remote working
Contract type: Permanent full time (35hrs per week)- flexible working considered
Salary: c. £40-£42,000 per annum FTE

Job purpose

To support the Head of Fundraising in maximising income from corporate supporters to meet and exceed financial targets across corporate donations, sponsorships and memberships.

Maximising corporate engagement and income, to manage existing corporate supporters and to secure new corporate support for Ri programmes. Occasionally the role may be needed to support wider fundraising efforts across Trusts & Foundations and major giving where business interests and personal interests meet and must be handled with care. The role will be required to collaborate across the Ri to develop innovative and compelling proposals, deliver excellent account management and stewardship to existing funders, and identify, research and engage new corporate prospects.

This role will be pivotal in devising a cohesive corporate fundraising strategy to maximise income, as well as lay the foundations for a strong donor base of support from existing, dormant and new corporate relationships.

Main responsibilities of the role

- Working with the Head of Fundraising to develop and implement a corporate fundraising strategy to grow income from new and existing corporate relationships
- Reviewing all sponsorship materials and developing high quality bespoke sponsorship packages
- Managing a complex portfolio of corporate supporters
- Building and maintaining strong external relationships with current and prospective sponsors through extensive telephone work, face to face meetings and securing and leading new business meetings
- Researching and creating compelling funding proposals - working closely with relevant colleagues across the charity - and communicating these to donors in an effective way
- Researching relevant donors and funding opportunities and facilitating prospective donor introductions and cultivation
- Providing excellent account management of donors to achieve agreed retention targets
- Ensuring sponsor relationships are well managed and stewarded with regular contact, updates and communication
- Monitoring and managing the corporate and sponsorship budget and producing accurate analysis of the budget for senior stakeholders
- Adopting a consultative sales approach (both cold calling and with existing contacts) to proactively identify new opportunities
- Liaising with sponsors to deliver and service benefits according to the terms defined in the sponsorship contract; in particular supervising and organising the sponsor's hospitality arrangements and marketing and PR benefits, by liaising with Ri departments including, Programmes team, Marketing, Heritage & Collections team, Venue Hire, Catering and Front of House

- Nominating key prospects for cultivation events and hosting corporate guests at said events
- Preparing sponsorship contracts and letters of agreement for clients.
- Ensure that all database (Salesforce) records are up to date for corporate sponsors and prospects, with accurate gift information, membership renewal information, events attendance and personal data.
- Draft all thank you letters for Directorate and other correspondence as required for corporate supporters.
- Ensure senior colleagues are properly briefed and prepared for all meetings with prospective sponsors

General responsibilities applicable to all staff

- Understand and support the Ri strategy including the Ri vision, mission and aims
- Promote the Ri values and encourage team working and effective communication with colleagues.
- Help achieve EDIA goals across the organisation and as a manager promote diversity and inclusion at the Ri
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public in a professional manner. Create connections with other organisations to deliver exciting events and boost the profile of Ri
- Comply with Ri financial and other policies and practices as applicable including Health & Safety, Safeguarding and GDPR.
- Undertake other responsibilities as may be reasonably requested of your post.

Person Specification

Skills, experience and knowledge

Essential (E) Desirable (D)

• Substantial demonstrable experience working in a fundraising position for a charity	E
• Experience in preparing fundraising proposals, demonstrating fundraising success	E
• Experience of building excellent relationships and networks both internally and externally	E
• Experience of managing relationships with donors	E
• Demonstrable experience of maximising opportunities from researching prospects to generating meetings, and securing income	E
• Excellent written and verbal communication skills	E
• Corporate and sponsorship fundraising experience, securing 6-figure donations.	E
• Able to tackle challenges constructively, and find creative ways forward	D
• Strong understanding of the Ri's mission and activities	D

Qualifications

• Degree or equivalent relevant qualification/experience	E
• Qualification in fundraising related discipline	D

Personal Attributes

• Excellent interpersonal skills with the ability to influence at all levels in a complex environment.	E
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• Ability to find pragmatic solutions, seek improvements, and adapt to changing situations.	E
• Ability to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail.	E
• Highly self-motivated and willingness to support others where needed.	E
• Ability to multi-task and work in a fast-paced environment.	E
• An interest in science, technology, engineering and mathematics	D

Notes:

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works.

The role will involve occasional evening and weekend working