



Our vision is a society where dementia is wholly understood and accepted, enabling people living with dementia to be fully supported throughout the whole of their journey

<b>Job Title:</b>	Corporate Partnerships & Community Fundraising Manager
<b>Reports to:</b>	Head of Fundraising

### Job Purpose

The delivery of significant and sustainable fundraising income streams is a key element of Dementia Support's ambitious fundraising strategy. As a senior member of the fundraising team this role will develop and deliver a strategy to grow income from Corporate Partnerships & Community Fundraising avenues, thereby enabling the charity to realise its ambitious goals and aspirations.

This role entails developing new corporate prospects while managing the stewardship of existing corporate partnerships, as well as identifying opportunities to grow community fundraising and nurture and support existing community groups and individual fundraisers.

This role involves presenting to differing sized organisations in order to develop and cultivate relationships that lead to gift donations.

### Duties and Responsibilities

The Corporate Partnerships and Community Fundraising Manager will promote the aims of the charity ensuring quality standards are met at all times. They will;

- ✿ Consult and work with the Head of Fundraising, CEO, Chair, Fundraising Development Committee and Trustees to enlist and involve prospective donors
- ✿ Develop and implement a new corporate engagement strategy to grow income from new corporate prospects and nurture existing partners to maximise engagement and loyalty
- ✿ Create fundraising toolkits and associated materials to support corporate and community fundraising activity
- ✿ Develop and deepen existing corporate relationships in both corporate and community to increase loyalty and engagement and support planning and implementation of fundraising activity
- ✿ Develop and implement a community fundraising strategy to grow community fundraising by identifying new opportunities such as a flagship event and challenge events to engage existing groups and individuals and attract new fundraisers
- ✿ Ensure sufficient cultivation and solicitation activities are planned and executed to achieve income targets
- ✿ Develop supporter journeys for all corporate partners and community fundraisers to thank and steward, and renew and reactivate where appropriate
- ✿ Network within local corporate and community groups and attend fundraising events and talks to raise awareness of the charity and develop relationships with potential and existing partners

- ✿ Build and maintain strong relationships both internally and externally to achieve the aims of the charity
- ✿ Identify opportunities for corporate partner employees to volunteer to increase engagement and support fundraising and operational activities
- ✿ Manage the corporate and community fundraising budget
- ✿ Provide monthly reporting to monitor and evaluate success of all activity
- ✿ Line manage a small team of people including nurturing, coaching and professionally developing them with regular 1:1s, annual appraisals and identifying any training needs
- ✿ Create and manage corporate contracts and agreements as necessary
- ✿ Set the standard and ensure all Health and Safety Policies are adhered to in full
- ✿ Update the database accordingly with communications and new contacts
- ✿ Any other duties commensurate with the level of the post.

## Skills and Abilities

- ✿ Ability to encourage and persuade others through successful negotiations
- ✿ Ability to build strong relationships and influence to get results
- ✿ Excellent understanding of CSR policies and of partnership opportunities such as sponsorship, charity of the year, matched funding, employee giving and % of income agreements
- ✿ Adept at understanding and capitalising on strategic opportunities
- ✿ Strong presentation skills both to groups and one to one
- ✿ A creative and innovative approach
- ✿ Excellent verbal and written communication skills
- ✿ Experience of leading and developing a team to deliver results
- ✿ Inspires and motivates others to deliver high standards
- ✿ Creative and innovative thinking in developing compelling cases for support across different channels to inspire growth in revenue needs
- ✿ Good organisation & administration skills
- ✿ IT Literate e.g. using data bases, Power point, excel

## Experience

- ✿ Significant experience and proven track record of driving income from Corporate Partnerships and of Community Fundraising particularly through events
- ✿ Experience of developing and implementing successful fundraising strategies
- ✿ Evidence of experience of creating benchmarking, working to targets and delivering against them
- ✿ Project management to include research and evaluation
- ✿ Experience of budget management and reporting and controlling complex financial budgets and translating to insight
- ✿ Understanding/experience of the Health and Social Care Sector and the Voluntary sector
- ✿ Knowledge and a keen interest in dementia, older people's issues and disability

Approved by:	
Date approved:	
Reviewed:	