

Versus Arthritis

Job description

Job title: Corporate Fundraising Manager

Reports to: Senior Relationships Manager (Corporate and Commercial)

Department: Strategic Partnerships

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won't rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

Our values

We are United, Compassionate, Inclusive and Brave in all that we do.

Income and Engagement (I&E) Directorate

The Income and Engagement Directorate drives action across audiences to transform awareness of arthritis, build the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do. We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

This role will grow our corporate and commercial partnerships portfolio and the contribution our high value partners make to improve the lives of people with arthritis.

They will secure significant and sustainable partnership support from corporate partners by:

- Driving new business to secure significant support.
- Managing relationships through the new business and account management process, ensuring continuity in personnel at the most senior level.
- Developing meaningful strategic relationships with companies who can support Versus Arthritis both financially, and non-financially.
- Working cross-organisationally, to ensure corporate partnerships can play a strategic role in delivering our vision and improving the lives of people with arthritis.

Main duties

- Working with the Senior Relationship Manager (Corporate and Commercial) to build on and deliver our strategy, and to ensure corporate support aligns to our organisational strategy, our case for support and delivering impact for the charity.
- Create a detailed prospect pipeline and development plans for all corporate and commercial relationships and to provide new business expertise to drive the aims and objectives of Versus Arthritis. Ensure we

have due diligence and prospect research for the corporate and commercial portfolio.

- To be personally responsible and accountable for growing your own portfolio of corporate partnerships - be they one-off gifts, multi-year grants or partnerships that deliver strategic impact.
- To support the Senior Relationships Manager on large new business approaches and applications.
- Work cross-organisationally to ensure other teams are aware and brought into the work of the corporate partnership team.
- Build and retain a network of contacts across the spectrum of corporate partnerships and the commercial world, which ensures you remain abreast of developments, ready to adopt new practices and are primed to capitalise on new opportunities.
- To monitor changes to the fundraising environment and ensure ongoing compliance and regulatory requirements and best practice approach to voluntary codes of practice.
- To embrace, embed, model and deliver our values and commitments throughout all activity including all people management duties undertaking a coaching style which generates engagement and enhances the people experience.
- To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
- To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
- To undertake any other duties as appropriate to the role and organisational requirements.

Budget and resource responsibilities

- Working closely with Senior Relationships Manager (as the budget holder) to develop and shape the budget for corporate and commercial income.

Key stakeholders and relationships (internal/external)

- Strategic Partnerships team, Income and Engagement Directorate.

- External contacts within corporate and commercial world, as both prospects and donors.
- External advisors, suppliers and experts.
- Research and services colleagues.

End of job description. Person specification on following page.

Versus Arthritis

Person specification

Experience and knowledge

- A strong understanding of and success with all areas of corporate and commercial partnerships and understand key drivers of what companies look for in charity partners.
- Experience of writing compelling proposals and preparing and delivering excellent presentations to external audiences.
- Experience of identifying and securing partnerships in the commercial or charity sectors.

Skills

- Highly driven, resilient and robust with ability to work under pressure and to tight deadlines. Competitive with a hunger to win big strategic partnerships.
- Experience of building excellent relationships internally and externally, with the demonstrable ability to win people's support, bringing the cause to life and conveying the impact it has on people's lives.
- Demonstrable success in delivering fundraised income or commercial value through major partnerships.
- Enthusiastic, creative, entrepreneurial and flexible, with a track record of thinking differently.
- A team player with a desire to contribute to organisational success, but also able to work on their own projects.

Desirable experience, knowledge and skills

- Experience of working in the charity sector.
- An interest in improving lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.

Criminal Record Check

Versus Arthritis is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role DOES NOT require a Criminal Record check.

End of person specification.