

Job Title: Corporate Partnerships and Philanthropy Lead

Reporting To: Head of Fundraising and Engagement

Direct reports: 1 x Senior Corporate Partnership Executive, 2 x Corporate Partnership Executives

Job Summary:

The Corporate Partnerships and Philanthropy Lead is responsible for overseeing income generation from corporate partners and growing high-value support from major donors to fund the vital work of Midlands Air Ambulance Charity.

This newly created role will develop and implement strategies and plans across two areas:

- Oversee a team focused on building and maintaining corporate partnerships with businesses across our six-county operating region, covering Gloucestershire, Herefordshire, Shropshire, Staffordshire, West Midlands, and Worcestershire.
- Engage major donors and secure transformative gifts both on an individual basis as well as part of a bespoke programme.

The Corporate Partnerships and Philanthropy Lead will be responsible for ensuring effective prospecting and exceptional supporter stewardship, maximising income generation in the short, medium and long term.

The role presents an exciting opportunity for an experienced high-value fundraiser to work in close collaboration with our CEO and senior leadership team, and Chair and wider board of Trustees, to develop these two key income streams.

The post holder will be creative, an outstanding communicator, and a natural networker, skilled in unlocking new opportunities and securing transformational five and six-figure gifts.

Key responsibilities:

The responsibilities of the post will be undertaken in accordance with the policies, procedures, and practices of MAAC which may be amended from time to time.

Corporate partnerships:

- Lead, support, and develop the Corporate Partnerships team, enabling team members to fulfil their potential and meet agreed objectives through collaborative working
- Focusing on (i) driving new business via securing new partnerships and (ii) account management of existing corporate supporter, always striving nurturing long-term, strategic partnerships that deliver mutual benefits. Undertake a proactive approach to identifying opportunities with Midlands-based companies while working closely with internal stakeholders across all levels to ensure successful collaboration.
- Monitor and actively progress pipeline development - directing the team as well as personally maintain account management with key corporates.



- Oversee the charity's corporate pipeline, generating regular update reports for the charity's Income Generation Committee.
- Drive both new business acquisition via compelling proposition building and outstanding account management to ensure strong relationships with local businesses are built and sustained.
- Develop innovative and mutually beneficial corporate fundraising products, sponsorship opportunities, Commercial Participator Agreements, Gift in Kind opportunities, including volunteering, and employee engagement activities, tailoring the offering depending on the business's objectives.
- Represent the charity externally, delivering engaging pitches and presentations to potential partners.
- Ensure partnerships are effectively managed with excellent stewardship, impact reporting, and regular communication.

Major donor fundraising:

- Oversee the charity's major donor fundraising strategy, identifying, cultivating, and stewarding high-net-worth individuals to secure significant donations and sustainable relationships.
- Build and maintain strong relationships with existing and prospective donors, ensuring tailored engagement plans.
- Work closely with trustees, senior leadership, and key stakeholders to leverage networks and introductions.
- Develop an ongoing contact programme to ensure major donors receive outstanding stewardship both on a 1-2-1 and group basis.
- Develop compelling cases for support, funding proposals, and bespoke stewardship plans for major donors.
- Organise and attend high-profile donor engagement events, one-to-one meetings, and networking opportunities.
- Maintain accurate records of donor interactions and income pipelines through the charity's CRM system.

Leadership:

- Working with the Head of Fundraising and Engagement, contribute to the annual business planning and budget setting process, ensuring sustainable and scalable growth across major donor and corporate income streams.
- Developing annual plans to deliver income for the charity and advocacy with the Midlands business community.
- Monitor and report on income pipelines, providing regular progress updates to the Head of Fundraising and Engagement and senior leadership.
- Be a proactive member of the Fundraising and Marketing team, working in partnership with other areas to raise awareness of the charity and maximise the total lifetime fundraising potential of supporters.
- Participate in cross-departmental projects and develop positive collaborative working relationships with colleagues.
- Keep up to date with fundraising trends and best practices in major donor and corporate fundraising.
- Ensure benchmarking with the Air Ambulance and wider charity sector to build networks to understand performance and also for the purposes of shared learning.



- Comply with professional codes of conduct, relevant legislation, and regulatory requirements (e.g., the Institute of Fundraising codes of practice, Charity Commission, Fundraising Regulator, GDPR, and Health & Safety).
- Monitor relationships with suppliers and agencies to ensure adherence to contracts and SLAs and effective use of resources.
- Maintain and improve competencies through continuous professional development.
- Be flexible and carry out other associated duties that may arise, develop, or be assigned in line with the broad remit of the post.
- Work occasional weekends and evenings as required in accordance with the charity's operations.
- Travel across our six-county operating region and occasionally within the UK, as required, to deliver the requirements of the role.

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification, and barred list checks, which will be required before commencing duties.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

DISCLOSURE AND BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment

SAFEGUARDING

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.