

# PARTNERSHIPS AND FUNDRAISING COORDINATOR

## JOB DESCRIPTION AND PERSON SPECIFICATION

### 1. Job details

**Job Title:** Partnerships and Fundraising Coordinator

**Responsible to:** Partnerships and Fundraising Manager

**Team:** Services and Partnerships

**Salary:** £42,479 per annum in London. £38,290 per annum outside of London.

### 2. Job purpose

This role has three aims;

- Pro-actively create sector-leading partnerships across our sponsorship and advertising opportunities, which positively impact the voluntary sector.
- Contribute towards growing and maintaining our income streams by meeting specific income targets, enabling NCVO to deliver support for the sector.
- Using our CRM and making recommendations to the partnerships team to ensure outstanding service for our partners and funders.

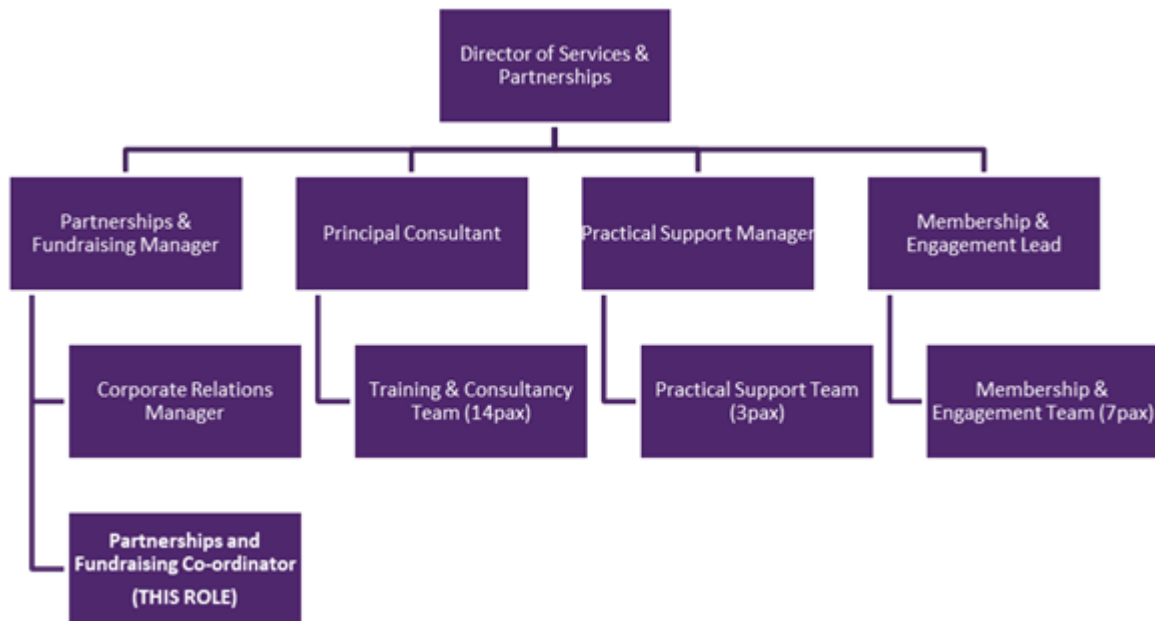
We do this by being creative, collaborative, inclusive and working with integrity.

### 3. Dimensions

This role sits within the Services and Partnerships directorate and contributes directly to income generation by securing sponsors and partners, as well as ensuring operational excellence across our partnership management. This role is responsible for overseeing

the delivery and growth of NCVO’s Service Directory, ensuring it grows into a key source of income for the organisation. The postholder will play a crucial role in achieving and expanding the team’s income targets of £1m+, with scope for further growth. Key responsibilities include leading the development of the Service Directory, managing advertising, sponsorship and corporate partnership relationships, and ensuring effective coordination across activities. Strong data management and reporting skills are essential to support informed decision-making and drive continuous improvement.

## 4. Organisation chart



## 5. Main accountabilities of the post

### Business Development and Co-ordination

- Develop and implement strategies to attract new Service Directory members, supporters, corporate partners, and funders, with a focus on retaining and growing income.
- Lead the development of tailored proposals, pitches, and presentations for sponsorships, grants, and advertising opportunities.
- Identify and research new business leads.

### **Relationship Management Support**

- Build and maintain relationships with advertisers, service directory members, corporate partners, sponsors, and funders.
- Monitor agreements to ensure all deliverables are met and stakeholders receive outstanding service.

### **CRM and Data Management**

- Accurate CRM data management for reporting and insights purposes to inform growth strategies.

### **Financial Forecasting Support**

- Support financial forecasting of income-generating activities, including advertising, service directory, and partnership initiatives.
- Provide the finance team with income projections and track financial performance against targets.
- Contribute to the preparation of financial reports and budgets by providing accurate data and ensuring accurate reflection of expected income from fundraising and partnership activities.

### **General Administrative Support**

- Prepare reports, presentations, and documentation for senior management.

## **6. Communications**

The postholder communicates both internally and externally with a wide range of people and organisations.

### **Internal**

- Arrange regular check-ins with Partnerships and Fundraising team to ensure alignment across our work and navigate opportunities and conflicts.
- Liaise with internal comms team to promote partnerships and ensure agreed deliverables are met to the highest standard.
- Co-ordinate and project manage internal work on meeting agreed deliverables. This can be across the membership team, consultancy and training or policy teams and must be clearly communicated efficiently and in a timely manner to ensure good cross-organisational working and collaboration.

### **External**

- Ensure high quality communication with partners and funders, ensuring information is clear, with regular updates on current workloads.

- Create strong relationships and networks within the corporate space, particularly with prospective partners.
- Ensure networking and understanding of upcoming opportunities within the sector are being addressed. E.g. AI opportunities.

## 7. Work context

This is an exciting new role, ideal for someone who wants to further develop as a fundraiser and partnerships manager and enhance their relationship management skills with sector-leading partnerships. This role works with our partners to deliver support for the sector while generating income to support NCVO. The post-holder needs to be attuned to the needs of the sector, identifying emerging themes and areas of support, while also having a wider understanding of corporate priorities and trends.

The working environment is fast paced and requires a high level of detail as no task is the same. The role is interesting and diverse as you will deal with companies working for the sector and several teams within NCVO.

The role can be based at NCVO's offices in Kings Cross London or remotely in the UK with occasional travel to the office.

## 8. Main areas of difficulty

- Managing multiple activities and competing deadlines in a fast-paced and evolving team environment.
- Balancing the need for short-term income generation with the development of long-term strategic partnerships.
- Navigating the complexities of engaging diverse stakeholders, from corporate partners to service directory members, ensuring alignment and mutual benefit.
- Ensuring effective data management and reporting within CRM systems to support decision-making and income tracking.
- Responding to emerging market trends and sector changes, including AI-driven opportunities and evolving funding landscapes.
- Handling the high expectations of corporate partners and funders, ensuring consistent and excellent service delivery and relationship management.

## 9. Essential knowledge and skills required

### Knowledge

- Strong understanding of **strategic partnership development**, including identifying, cultivating, and securing new business opportunities.
- Good knowledge of **negotiation and influencing strategies** to drive income growth and expand service offerings.
- Understanding of fundraising principles and challenges faced by the sector.
- Understanding of **project management principles** and best practices to effectively manage multiple priorities and deadlines.
- High-level knowledge and experience of **data management and analysis within a CRM system for relationships (eg. Salesforce, Donorfy, Raisers Edge)**, ensuring accuracy and consistency in reporting and income tracking.
- Proficiency in **Microsoft Office Suite** (Word, Excel, PowerPoint) to support reporting, presentations, and documentation.
- Knowledge of the **charity or social enterprise sector**, particularly in corporate partnership strategies.

### Skills

- Ability to **identify and develop strategic partnerships**, fostering long-term relationships to drive business opportunities.
- Strong **negotiation and influencing skills** to maximise income and expand the Service Directory.
- Excellent **administrative organisational and project management skills**, and ability to meet demanding deadlines.
- High-level **written and verbal communication skills**, with the ability to engage and inspire a diverse range of stakeholders.
- Strong **analytical skills** to ensure accuracy in data management, financial reporting, and income tracking.
- Ability to work **collaboratively** with internal and external stakeholders, ensuring alignment on strategic goals.

## Experience

- Experience of significantly contributing to **corporate partnership strategies**, ideally within a charity or social enterprise setting.
- Demonstrable experience of **negotiating and securing high-value partnerships (five and six figure partnerships)**, contributing to income growth.
- Experience in a **fundraising team or role**, ensuring high quality donor journeys.
- Experience in **event planning or partnership-driven campaigns**, ensuring successful engagement and outcomes.
- Proven ability to manage **multiple projects** simultaneously, working to tight deadlines with attention to detail.
- Experience of working with **CRM data and financial information**, ensuring accuracy and consistency in income tracking.

## 10. General information

To, at all times, adhere to all of NCVO's policies and procedures.