



## Head of Corporate Engagement - JOB DESCRIPTION

### Job Purpose

The Head of Corporate Engagement is an important role within the Philanthropy team. The role is a new position in the team and will lead on the delivery of an innovative and sustainable corporate strategy to develop new and existing partnerships in order to grow income streams across multiple corporate channels.

The role demands strong leadership qualities for the development and implementation of a five year strategic plan to guide a newly merged corporate team across Martlets, St Barnabas and Chestnut Tree House. Reporting to the Director of Philanthropy and Communications the post holder will be responsible for leading on these plans and managing a team of four across the three hospice sites.

### What you'll do:

#### Principal duties and responsibilities

##### Strategy & planning

- Lead the development and implementation of a corporate fundraising strategy to align the business plans for the corporate fundraising team across all three hospices.
- Work closely with other Heads of teams across Fundraising and Communications to ensure strategic planning for corporates is aligned with the broader department strategic aims and objectives.
- Work in collaboration with other fundraising streams within the department to ensure a joined-up approach with donor relationship management, CRM management and financial planning.
- Direct line management responsibilities of the corporate fundraising team, including development of the team and structure.
- Lead on budget re/forecasting for income and expenditure across the hospices.
- Produce clear and concise income reports and data analysis to support strategic planning and development of the corporates team and to support leadership reporting processes.
- Ensure sufficient reporting processes are in place to track and analyse corporate KPIs (financial and non-financial.)

##### New business development

- Research and develop a new business strategy to include a review of prospect research, portfolio analysis and relationship management, which will in turn, support the identification, cultivation, and the securing of new corporate partnerships.
- Lead on the development of new business assets/collateral for engagement with cold and warm prospects.

##### Stakeholder Relationship management

- Review and analyse existing stakeholder resources from the management of the database through to the management of supporter journeys, to ensure the highest level of engagement from research to ask to stewardship.
- Personally manage, cultivate and steward your own portfolio of high-level corporate relationships.

##### Campaigns

- Lead on the development of a corporate giving programme across all three hospices.
- Lead on the strategic delivery and evaluation of the corporate sponsorship programme for fundraising's integrated campaign Wild in Art, The Big Hoot.



- Research and identify positioning of campaigns for corporate engagement across all three hospices.
- Collaborate with the Marketing and Communications team to develop materials and collateral for campaigns across multiple channels.

**Special events**

- Review the corporate special events programme across all three hospices with the aim to develop a 3-5 year strategy for the delivery of our Gala Balls and other key fundraising and stewardship events.
- Lead on the delivery of our main annual gala special events programme.

**What you'll bring:**

**Knowledge (Education & Related Experience)**

	<b>Essential</b>	<b>Desirable</b>
Education/ Qualifications	<p>Educated to degree standard or equivalent employment experience</p> <p>Hold full UK driving licence and have access to transport</p>	<p>Accredited qualification in fundraising</p> <p>Accredited qualification in management/leadership</p>
Experience	<p>Previous experience of leading the delivery of effective corporate fundraising strategies.</p> <p>5yrs+ experience of corporate fundraising, business development, or related field, with a proven track record of success in securing high value corporate partnerships and meeting demanding fundraising targets.</p> <p>Experience of working with CEO/SLT level in building relationships and peer to peer networks.</p> <p>Experience of leading on the development of corporate engagement packages for CSR and sponsorship programmes.</p> <p>Previous line management experience of managing people across various sites and locations.</p>	<p>Experience of working within other fundraising channels</p>
Knowledge/Skills/ abilities	<p>Strong understanding of corporate philanthropy trends, strategies, and best practices in the sector.</p>	<p>Proficient in using CRM database, ideally DonorFlex or Raisers Edge</p>

	<p>Proven line management skills and ability to lead a team.</p> <p>Excellent written and communication, presentation, and negotiation skills, with the ability to engage and influence stakeholders at all levels.</p> <p>Proven project management and planning skills</p> <p>Strong analytical skills, with a flair for thorough, detailed prospect research</p> <p>Excellent attention to detail</p> <p>Highly numerate with the ability to collate, understand and present financial information to a range of audiences</p> <p>Knowledge of, or proven interest in the voluntary sector and charity governance related to corporate fundraising.</p> <p>Excellent personal organisation skills, including time management and IT literate</p> <p>Excellent interpersonal and relationship building skills</p>	
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**The details:**

The role reports to: **Director of Philanthropy and Communications**

The contract is: **Permanent**

The hours are: **37.5hrs per week**

**This role is hybrid** and will be based across our three hospice sites: Martlets in Hove, St Barnabas House in Worthing, Chestnut Tree House near Arundel. The proportion of time spent at the above sites will be agreed with your line manager.



## OTHER DUTIES

To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.

## ASSISTANCE

The Hospice has the advantage of being supported by a number of volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

## CONFIDENTIALITY

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

## DATA PROTECTION

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

## HEALTH AND SAFETY

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions, and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending safety and fire lectures as required.

## SAFEGUARDING

All staff and volunteers are required to be aware of and adhere to St Barnabas Martlets Hospices' safeguarding policies and attend the appropriate training as and when necessary.

## JOB DESCRIPTION

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.