



HOSPICE
OF THE GOOD SHEPHERD
Celebrating 35 Years of Care

Welcome to the Hospice of the Good Shepherd

Corporate & Relationships Manager

Chief Executive

Head of Fundraising



Corporate & Relationships Manager

Your Opportunity

You will contribute and commit to promoting a positive team-based attitude, striving for the highest standards of care and achieving excellence, through continued development and compassion.

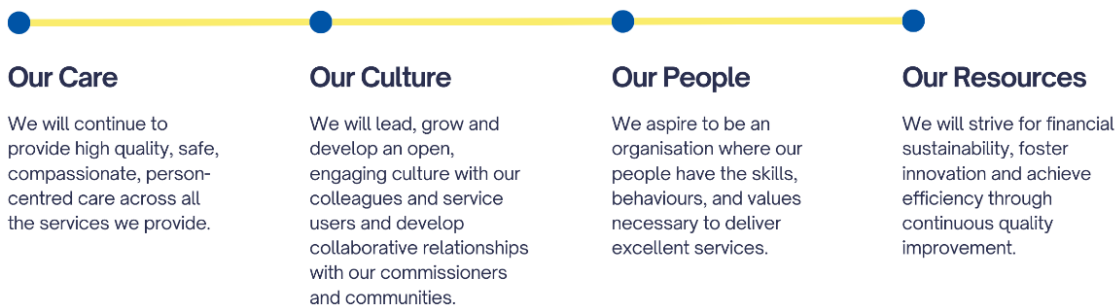
You will play a pivotal role in the development and growth of our corporate fundraising activity creating a significant and sustainable income stream for the Hospice of The Good Shepherd in the Cheshire West and Chester area from corporate donors.

You will build productive relationships and focus on developing and growing our new business pipeline to secure and manage new high value, multi-faceted, long term partnerships for large corporates. You will provide excellent management and stewardship of your own objectives, providing regular and accurate performance updates and accurately forecasting short, mid and long-term partnership income. You will help to drive creative thinking in the development of propositions to take out to prospective corporate partners. Identify existing donors and supporters and to work with them to increase their desire to support the cause and deliver on set corporate event activities

We ask all employees to be flexible in their role, to always ensure we are delivering care of the highest standard.



Our Strategic Priorities



Our Values



Responsibilities

NEW BUSINESS DEVELOPMENT

- Contribute to strategy discussion and decisions that will shape the Hospice approach to corporate fundraising
- Systematically identify, qualify, and create a pipeline for large corporate giving
- Develop and implement strong cultivation and solicitation plans for prospects and donors to generate income to achieve budgets and targets.
- Attend personal meetings and networking events to create opportunities to meet key stakeholders.
- Write creative proposals, motivating case for support and deliver engaging presentations
- Develop a high class donor journey and create lasting relationships between stakeholders and the organisation.
- Monitor income and expenditure targets and provide regular progress reports and updates on performance against target using Donorflex database
- Maintain an up to date knowledge of current activities of the hospice and be an advocate for the organisation at all times
- Develop an account plan for each partnership with agreed objectives, fundraising targets, milestones and fundraising communication plans

FUNDRAISING

- Take a leading role on the planning and execution of corporate led events
- Co-ordinate and drive the Hospice's 100 club networking group
- Develop a suite of sponsorship packages to support Hospice fundraising events and cause related marketing opportunities.
- Promote fundraising, trading and communication activities for the hospice to all relevant partners.
- Actively work with other members of the Income Generation Team to ensure we have a team approach to fundraising and to ensure all donors are supported at the correct level
- To maintain and grow corporate partnerships already in place

COMMUNICATION AND CROSS TEAM WORKING

- To ensure that you represent the hospice in a professional manner, and are protective of the Charity's brand.
- Working in conjunction with the Head of Fundraising and Marketing team, ensure that media coverage of corporate relationships and their activities is maximised.
- To manage the hospice LinkedIn page
- In conjunction with the Marketing team, develop marketing and promotional materials, fundraising products and communication channels, including social media, to support the development of relationships where appropriate.
- To build supportive and effective working relationships with colleagues across the charity and work towards the one common goal.
- To attend training days, seminars and meetings as requested.

FINANCIAL/ADMINISTRATIVE

- Take personal responsibility for achieving agreed income and expenditure targets.
- Prepare, monitor and report on income and expenditure for activities and their variances to support the annual pipeline, month end and quarterly process.
- To maintain accurate donor and income information through our financial systems and Donor Flex database
- To ensure all relevant financial, charity law regulations and guidelines for the handling of money are adhered to at all times.
- To ensure all activities support the Charity's Fundraising Strategy.

COMMUNICATION

- Within your position you will be expected to adhere to the Security of Information Policy that concerns your job role within the Hospice.
- You will be expected to attend security and confidentiality training as and when required.
- Should you have any matters of concern you are encouraged to raise these with your line manager.

Person Specification

Factors	Essential	Desirable
Qualifications & Education		<ul style="list-style-type: none"> Fundraising qualification, English Language GCSE or equivalent degree
Knowledge & Experience	<ul style="list-style-type: none"> A sound knowledge of the principles of generating corporate donations and the techniques to maximise funds from corporate partners or high-level corporate sales and sponsorship A good understanding of relationship development and management Understanding of project planning, budgeting, event delivery and management Proven high level successful account management and experience in securing and managing high value corporate sales/donations Experience in event planning and delivery Demonstrable experience in new business development Experience of managing and developing high value client relationships Experience of developing and the implementation of a corporate fundraising or sales plan Experience of successfully managing several projects and accounts at the same time, often with conflicting priorities, and working to tight deadlines Experience of meeting financial targets within a fixed timescale 	<ul style="list-style-type: none"> Understanding of Charity Law and awareness of legal issues and requirements relating to corporate fundraising
Skills	<ul style="list-style-type: none"> Excellent interpersonal and verbal communication skills Excellent presentation skills and the ability to sell the Charity and secure buy-in Ability to motivate, persuade and influence people at all levels 	<ul style="list-style-type: none">

	<ul style="list-style-type: none"> • Skilled networker and able to develop new high-level contacts • IT literate including Word, Excel, and confident user of Microsoft packages databases and social media such as LinkedIn • Creative thinker who can find the solution not the problem 	
Personal Attributes	<ul style="list-style-type: none"> • Good use of own initiative and common sense • High degree of attention to detail • Proactive, tenacious and confident • Has a flexible approach – willing to meet the demands of the role • Car owner and hold a full UK driving licence. • Willing to work outside of office hours • Team Player 	<ul style="list-style-type: none"> •