



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES



Job Description

National Corporate Fundraising Manager

Location: Home-based

Hours of Work: 30 to 37.5 hours. Flexibility for the right candidate

Contract: Permanent

Salary: £34,500 - £38,000 pro rata per annum depending on experience

Reporting to: Head of Income Generation

Air Ambulances UK

Air Ambulances UK (AAUK) is the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives every day. The Air Ambulance community helps more than 45,500 people every year and in many cases are the difference between life and death. There are 21 air ambulances all successfully fundraising in their areas, but they look to this role, one of three working as a team, to identify, win and develop national partnerships with corporate supporters.

We are a dynamic and growing team (we more than doubled income in 2024) and this is a fantastic opportunity to make a massive difference to a much-loved organisation.

Benefits

- 36 days annual leave including Bank Holidays FTE
- Access to an employee assistance programme and a health cash plan Access to the Blue Light Card, Health Service Discounts and Blue Light Events
- Pension contributions
- Membership paid for Chartered Institute of Fundraising
- Learning and professional development opportunities.

Purpose of Post

The National Corporate Fundraising Manager will be responsible for securing and developing high value and household name corporate partnerships to help air ambulance charities save even more lives across the UK. This role is a mix of new business and account management and development and is designed to give the role the best possible development and growth opportunities.

The main objectives are:

- Creation and management of a robust and varied pipeline including high value prospects to support business development opportunities and income targets for national partnerships.
- Account Management of new and existing corporate partnerships, stewarding these key relationships to reach income targets and build long-lasting and strategic corporate partnerships.
- Responsibility for new business development for partnerships including, identifying, pitching, and securing support within priority sectors.
- Secure six figure and higher corporate partnerships.

Business Development

- Working closely with others in the National Corporate Partnerships team to manage the application and pitch process to secure new national corporate relationships with a particular focus on high value partnerships including strategic partners, media, commercial and brand partnerships, charity of the year, as well as cause-related and affinity marketing partnerships to contribute to meeting financial targets.
- To proactively identify, research, secure and develop six figure partnerships through the creation and management of a robust pipeline.
- Develop strong cultivation plans and relationships with key prospects.
- Create engaging assets for applications and compelling pitches, delivering pitch presentations virtually and in person.
- Lead on research and applications for agreed prospects, building long-term relationships with key contacts at prospective partners.
- To proactively identify and secure new prospects for key Air Ambulances UK campaigns and programmes with a particular focus on Air Ambulance Week.
- Work closely with air ambulance charity members to identify and maximise opportunities
- To raise the profile of Air Ambulances UK as a potential charity partner.

Account Management

- Manage a portfolio of national corporate partnerships to maximise their partnership potential and hitting fundraising targets, through excellent relationship management and tailored stewardship.
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- Support AAUK's national partners with their fundraising efforts, offering tailored stewardship to make them feel a valued part of the air ambulance community.
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- Working closely with the marketing and communications team, create impactful and effective comms to our national partners to regularly thank and promote sector campaigns, events and challenges to the corporate audience.
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- When necessary, to support AAUK's national partnerships by attending partner events.

Monitoring and Evaluation

- Monitor, evaluate, and report on partnership development and cultivation.
- Development of outcomes and impacts reports
- Develop and deliver AAUK's strategic approach to impact measurement.
- Demonstrate impact of AAUK to our members.
- Support staff across AAUK to demonstrate the impact of their work.

Strategy

- Keep up to date with the latest developments in the charity sector and corporate fundraising identifying key opportunities for AAUK.

Other

- Represent and be an ambassador for AAUK.
- Work to support AAUK 's vision, purpose, values, goals, and priorities.
- Be flexible and carry out any other associated duties that may arise, develop, or be assigned.
- Report and present to the AAUK Board when necessary.
- Support and promote diversity and equality of opportunity in the workplace.
- Comply with legal requirements for fundraising and general activities including GDPR, The Fundraising Code of Practice and others.

Person Specifications

	Essential	Desirable
Education		<ul style="list-style-type: none"> Relevant fundraising qualification.
Experience	<ul style="list-style-type: none"> Two years minimum experience in a charity or corporate setting in corporate partnership account management or new business development. Experience of managing a diverse pipeline. Experience of pitching and securing six figure partnerships. Experience of project management. Experience of cultivating strong relationships with key prospects. 	<ul style="list-style-type: none"> Budget management experience. Account management of national corporate partnerships.
Abilities	<ul style="list-style-type: none"> Outstanding written and verbal communication skills. Ability to influence, persuade and negotiate with potential partners using interpersonal skills. Ability to create creative, innovative and appealing fundraising propositions for potential partners. Ability to create and deliver tailored presentations to varying audiences. 	Experience of Canva
Skills	<ul style="list-style-type: none"> Proficient in the use of IT tools such as MS Office and CRM systems. Project management. Excellent networking and relationship management skills. 	Experience of <u>Donorfy</u>
	<ul style="list-style-type: none"> Excellent research skills. Strong attention to detail and high standards in the production of quality work. Self-motivated with the ability to work both alone and as part of a small team. 	
Knowledge and Understanding	<ul style="list-style-type: none"> Understanding of the need to work in collaboration with fundraisers from AAUK's air ambulance charity members. Knowledge of GDPR principles within fundraising. To possess, or have the motivation to develop, a thorough knowledge of the work of Air Ambulances UK and the air ambulance sector. 	<ul style="list-style-type: none"> Knowledge of the Fundraising Regulator Code of Fundraising Practise and its guidelines.
Personal	<ul style="list-style-type: none"> Influencing and negotiating skills. The ability to work under pressure and to deadlines. Creative and innovative thinking. Enthusiastic and motivated. Motivated by achieving targets, managing multiple tasks, and working to deadlines. Committed team player. Commitment to supporting and demonstrating the Air Ambulances UK values and behaviours in your work internally and externally. 	
Other	<ul style="list-style-type: none"> Willingness to travel, including occasional overnight stays. 	<ul style="list-style-type: none"> Driving license. Access to your own vehicle.

This job description is subject to regular review and may be changed in the future. AAUK always seek to change duties by mutual agreement with the post holder but retains the right to make such changes as are necessary to meet the needs of the organisation.