

# Recruitment Pack

## Philanthropy and Partnerships Manager





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## Welcome from Dan Francis, CEO



Thank you for your interest in joining Cranfield Trust.

The small charities we support play a vital role in communities, often working with people facing the most complex and urgent challenges. They are needed more than ever but are operating under increasing pressure, and demand for our support continues to grow.

We are proud of the impact we've built over more than 35 years, but we are even more focused on what comes next.

Our strategy is about building on the strength of our services and increasing our impact for small charities and their beneficiaries. We are sharpening our focus on the issues that matter most to small charities, investing in our exceptional volunteer community, and placing greater emphasis on supporting leaders and emerging leaders who might not otherwise access high-quality development.

We have ambitious plans to grow our reach while staying true to what makes our support effective: practical, trusted and rooted in strong relationships. I'm looking forward to welcoming new colleagues who want to work with us to help shape this next phase.

## Welcome from Joanne Madders, Head of Development



Thank you for your interest in the role of Philanthropy and Partnerships Manager.

Cranfield Trust is a national charity that has a BIG impact for thousands of other charities throughout the country. Our work has been described as 'game changing', 'invaluable' and 'transformative', helping charities delivering human welfare services to survive and thrive in one of the most challenging periods they have ever faced.

In this role, you will play an essential role in developing our successful fundraising programme by helping to secure and develop the relationships and partnerships that we need to deliver our work. This will include looking for new opportunities arising from our existing work and the external environment, meeting with funders and external partners, writing well-crafted applications and proposals, delivering presentations and pitches, and completing updates and report for funders that are insightful which help to drive forward our work and partnerships for the benefit of the charities and communities we serve.

We are a charity with exciting goals and plans. I hope that this role will be of interest to you and I look forward to receiving your application and welcoming you to our team.



## Philanthropy and Partnerships Manager

Cranfield Trust is recruiting for a Philanthropy and Partnerships Manager, who will help drive the Trust's fundraising and income generation activities as part of our Development team.

**Closing date: Wednesday 1 July, 5pm**

**Salary:** c. £40,000 per annum pro rata, plus 3% employer pension contribution

**Hours of work:** 30 – 37.5 hours per week worked during core office hours (8am–6pm)

We welcome candidates seeking full or part-time hours on a pro-rata basis.

Postholder may on occasion be expected to work hours outside of their normal working pattern in line with the needs of the role and organisation. Other ad hoc adjustments to working patterns and flexible working requests are covered by our policies and we would be happy to discuss this at interview.

**Location:** Remote working role, open to candidates based anywhere in the UK.

Attendance at face-to-face meetings, events and in-house training/development is a core requirement of the role.

We currently have an office in Romsey, Hampshire (England) and access to a shared workspace in London and postholders are welcome to use these if they wish.

Applicants must be UK residents and have the legal right to live and work in the UK.

**Annual leave:** Annual entitlement of 33 days FTE (offered on a pro rata basis for part-time staff) inclusive of Bank/Public Holidays. Annual leave increases to 38 days (pro rata) to cover Christmas leave entitlement after five years of service.

**Probationary period:** There will be a three-month probationary period.

**Policies and procedures:** We have a suite of policies designed to support our staff and volunteer team, including key areas like wellbeing, health and safety and safeguarding.

### **Employee benefits:**

- Auto enrolment pension scheme with option to elect for contributions to a personal scheme instead
- Employment Assistance Programme through 'Health Assured' offering 24/7 telephone support and access to face-to-face services such as counselling
- Access to 'Bright Exchange' marketplace for discounted goods and services
- Length of service-related benefits such as enhanced sick pay and additional leave



## Application process

- 🕒 To apply for this role, please submit your application **by 5pm on Wednesday 1 July 2026 to [development@cranfieldtrust.org](mailto:development@cranfieldtrust.org)**
- 🕒 Please provide the following documents:
  - An up-to-date CV.
  - A covering letter, which provides your supporting statement - outlining your interest both in this role and Cranfield Trust's work, and your fit against the experience set out in the person specification and role description.
- 🕒 Shortlisted candidates will be invited to 1<sup>st</sup> round, online interviews in early July. We intend to hold first round interviews between 8 and 10 July.
- 🕒 There will be an expectation to prepare a short presentation and task for the interview. Details of these activities will be provided in advance for short-listed candidates.
- 🕒 There will also be a 2<sup>nd</sup> round interview.
- 🕒 The successful candidates will be asked to provide two references, one of which needs to be your most recent employer, before their appointment is confirmed.
- 🕒 We plan to confirm an appointment in July 2026.

Cranfield Trust is an Equal Opportunities employer and seeks to ensure equality of treatment for all persons regardless of ethnicity, gender, age, marital status, disability, religion, sexual orientation, or economic status. Our current team come from a range of different backgrounds with broad lived experiences and they support charities across the UK working with diverse communities. We are seeking passionate people from a range of backgrounds to apply for this position. We actively encourage applications from any race, age, sex/gender, background or religion.

As an employer, Cranfield Trust seeks to comply with UK government guidance around application screening including identity checks, suitable references and confirmation of right to work in the UK.

We would be happy to arrange a time to speak informally about this role and opportunity with any interested candidates. Please contact **Joanne Madders, Head of Development** on [joanne.madders@cranfieldtrust.org](mailto:joanne.madders@cranfieldtrust.org)



## Role Description

**Role:** Philanthropy and Partnerships Manager

**Reports to:** Head of Development

**Responsible for:** Income generation and high-value relationships with funders, donors and corporate partners

### Main Purpose of Role

- Raising funds from a range of philanthropic sources and funding partners, including grantmakers, corporate partners and individual donors
- Developing new and existing relationships for Cranfield Trust
- Managing a high-value fundraising portfolio, proactively and flexibly
- Liaising with colleagues across our organisation, including our Scotland and Wales managers, to develop funding plans and steward funder relationships.

### Role Objectives

#### Income generation and relationship development

- Achieve personal income targets and contribute to team and organisational income goals.
- Initiate, build and maintain successful relationships with new and existing donors, funders and partners to secure and sustain funding.
- Take the lead in developing and delivering high-quality fundraising proposals which align with the Trust's strategic / operational goals and the priorities of funding partners.
- Shape and develop the Trusts' approach to corporate partnerships. Working with colleagues to design and deliver compelling propositions and programmes which deliver shared value.
- Ensure reporting requirements within the Philanthropy and Partnerships Manager's portfolio of funders and relationships are delivered to a high standard.

#### Leadership and Team Work

- Deputise for Head of Development by supporting fundraising relationships outside own portfolio when necessary, including through meeting formally and informally with funder contacts, and supporting proposal writing across the team.
- Work productively and collaboratively as a member of the Development team, contributing to cross-team fundraising under the direction of Head of Development.
- Contribute to cross-organisational goals and work collaboratively with colleagues throughout the UK in support of income generation and good fundraising practice.

#### Developing relationships and representing the trust

- Represent the Trust at meetings, networking and other events which offer the opportunity to meet existing and potential supporters and make presentations to important contacts.
- Contribute to event organisation from a fundraising perspective and represent Cranfield Trust at events as required.
- Promote the work and ambitions of Cranfield Trust and represent our values at all times.



## Key Activities

### Prospecting and donor development

- Research potential funders and, if necessary, providing analysis, evaluation and recommendations on funding opportunities to colleagues and senior management
- Identify and qualify new prospects and contact funders and donors to explore opportunities, develop conversations and relationships, and secure funding
- Work with colleagues across the trust to creatively design and develop proposals which support the Trust's strategy and income goals, deliver impact and meet the objectives of our funding partners

### Fundraising

- Using your understanding of Cranfield Trust's work and service offer, and our contribution to the UK voluntary sector, advocate effectively on behalf of Cranfield Trust both verbally and in writing
- Design, develop and secure new fundraising contacts, relationships, funding and partnership agreements for Cranfield Trust
- Use and develop Cranfield Trust's strategy, prepared materials and case for support, to create and adapt proposals and applications for different funders and donors

### Working with grant-making organisations (including trusts and foundations)

- Secure meetings with grantmakers to discuss Cranfield Trust's unique offer and creatively explore opportunities to apply for grants or to develop funded partnership agreements
- Respond appropriately to opportunities to apply for funding via grant rounds
- Create opportunities to form new funding relationships
- Develop bespoke funding proposals, including:
  - i. proposals for restricted or unrestricted funding; and
  - ii. "partnership agreements" to provide services and support to funders' grantholders.
- Work collaboratively with Development team colleagues to leverage whole team success in fundraising with grant-making organisations

### Working with corporate partners

- Working with colleagues across the Trust, develop our approach to working with corporate partners
- Identify and develop new corporate partnership opportunities, building relationships and tailored partnerships with organisations whose values align with Cranfield Trust's mission.
- Secure financial and in-kind support that delivers value for Cranfield Trust.

### Working with philanthropists and personal donors (where applicable)

- Identify new donor prospects
- Build and maintain supportive relationships with individuals, keeping them up to date with our organisational developments in line with their own philanthropic interests.
- Solicit gifts of support in support of Cranfield Trust's work.



## Reporting

- Report on grants and donations in accordance with agreed reporting arrangements and/or terms and conditions of our funders.
- Keep our individual donors up to date about our work.

## Attending events and meetings, and networking

- As required, attend events and meetings in person to meet with current and potential funders, donors and supporters, and presenting our work effectively, informally and formally.
- Raise Cranfield Trust's profile and increase understanding of our work and contribution by liaising with funders as and when possible.

## Donor Management and Information

- Manage and log information relating to fundraising, funder contacts and income, using Cranfield Trust's database and established information management systems and processes, and in support of information retention and retrieval and collaborative cross-organisational working with colleagues in Development, Communications, Operations and Finance & Admin

# Person Specification

## Knowledge and professional experience

- Demonstrable experience of fundraising in a non-profit organisation
- Experience of producing and delivering compelling and successful proposals, applications and pitches for grant making organisations, corporates and individuals
- Experience of identifying and researching new prospects and supporters
- Knowledge of fundraising methodologies and previous learning/training in fundraising
- Experience of writing high-quality applications and reports for grant-making organisations
- Experience of building and maintaining tailored relationships with donors
- Knowledge and experience of managing at least two of these income types: trust fundraising, major giving and corporates
- Experience of negotiating partnership agreements, proposing a programme of services / activities to meet the needs of funding partners, and agreeing payment terms
- Experience of building and maintaining strong relationships with representatives of supporter organisations such as trusts and foundations or corporate partners
- Experience of understanding and interpreting accounts and financial information for presentation in proposals for supporters
- Experience of using a CRM or fundraising database



## Aptitude, skills and competencies

- Excellent interpersonal social skills, including possessing a respectful, positive and professional manner with all colleagues and external contacts
- Ability to work productively and autonomously, and manage and prioritise a busy workload without continuous guidance
- Ability to work independently and represent the Cranfield Trust in-person and through online meetings, building relationships and sharing knowledge with confidence and credibility
- Strong communication and negotiating skills for working with funders and partners to build programme content and set payment terms
- Possess an organised approach to planning and recording communications with supporters and prospects
- Ability to build internal relationships throughout our organisation as part of a remote team
- Computer literacy and knowledge of widely used software and applications
- Ability to work as part of a small development team and within a smaller organisation

## Attitudes and behaviours

- Enthusiasm for the work of Cranfield Trust, and appreciation of the importance of smaller charities, skilled volunteering, pro-bono management support and capacity building for charities
- A genuine passion to see Cranfield Trust succeed in its objectives
- A confident and positive attitude towards personal and team income goals
- Professional appearance and communication style, particularly when representing the Development team internally and externally
- Willingness to work positively in a team environment and with colleagues across the charity, to share leads and ideas, and uphold the charity's values
- Flexibility to travel or meet in person, adjust working pattern or work unsociable hours – occasionally and as circumstances require and by prior agreement
- Willingness to support the Head of Development practically in achieving our whole fundraising target, goals and philanthropic objectives

*"The unique feature of the Cranfield Trust is the very extensive reach that your team has created across the whole charity sector in giving expert help and guidance of the highest quality to charities."* **Robert and Rosie Wright, Cranfield Trust supporters**



## About Cranfield Trust

**Cranfield Trust** is the UK's leading provider of pro bono management support to the voluntary sector. Founded in 1989, we are an independent charity that helps charities and non-profits build the leadership, capability, capacity and confidence they need to navigate change and sustain their work. Supported by our funders and donors, we work with c.1,300 highly skilled volunteers from a wide range of professional backgrounds to provide high value, independent services and advice to charities across the UK, who in turn support the most vulnerable people in our communities.

**Our Vision** is for strong and effective charities that change lives and our society.

We are driven by our values; they are what make us unique and shape everything we do:

- **We care and connect**
- **We learn and lead**
- **We focus on impact**
- **We meet the moment**
- **We raise the bar**

We work with experienced volunteer consultants and mentors to deliver a range of free management services to build successful charities, open access to high-quality pro bono expertise that would otherwise be out of reach:

**For organisations:** [Management consultancy](#) and ['On Call' advice](#)

**For charity leaders:** [Leadership mentoring](#) and [Peer to peer support groups](#)

**For everyone:** [Webinars](#) and [Online resources](#)

We can tailor our free support to each individual charity's specific needs and charities can choose the right support for them at the right time. For example, they can access telephone support for immediate concerns, watch a live or on demand online webinar, join with a group of peers for personal development, or access more intensive support through diagnostic and consultancy for organisation, or mentoring for individual leaders. We have also developed a unique impact framework, Journey to Excellence (J2E), designed specifically for charities who are undertaking an organisational diagnostic with us as part of taking up management consultancy support.

All our services are free, whether it's intensive management support, leadership mentoring, participation in a learning group, short term advice, or online information. We are well networked in the sector so are able to refer charities to sources of specialist help – if we can't help, we often know another expert that can.

*"Working with Cranfield Trust has been hugely positive. Cranfield Trust really took the time to understand our needs and the specific context of our charity, before recommending a way forward. It felt we had someone by our side throughout."*

*"This is an extremely useful asset to a charity in these difficult times, helping us make the right decisions for the benefit of the charity. I recommend this service where I can."*

*"So much has changed for me. I now believe in my capability, I've changed my language which has helped me navigate difficult conversations and scenarios."*



## Our history

The Trust was founded at the suggestion of HRH The Princess Royal on a visit to Cranfield University in 1988. At her challenge, staff, students and alumni of Cranfield University formed the Trust in 1989 to harness the skills developed at the university to benefit the voluntary sector. The Princess is our Patron, and we retain a strong, although independent, relationship with Cranfield University. We recruit volunteers through a range of contact networks including business school alumni groups and professional bodies.

## Our future

Across the UK, small charities are delivering vital services – responding to rising need, strengthening communities and changing lives, often with limited resources, stretched teams and leaders facing growing pressure. At Cranfield Trust, we believe these charities deserve practical, trusted and relationship-based support that helps them build confidence, capability and resilience.

From 2026, we have a range of exciting plans to develop further our services and support for charities. As demand for our work continues to increase, we are entering a new phase of creativity, focus and innovation, expanding our reach, developing new forms of support and championing the power of pro bono expertise to create lasting change. This is supported by a new CEO, the development of a new strategy, fresh research into the needs of small charities, clear evidence of where our support can make the greatest difference, and an ambitious Board committed to growing our impact.

## About our fundraising




Cranfield Trust is at an exciting turning point. Strengthening our Development team is an essential step in achieving our organisational objectives, through achieving our income needs and diversifying our fundraising. This fundraising role will be central to that ambition, offering the opportunity to help shape how we resource our future, build meaningful partnerships and secure the support needed to reach more charities at the right time, while protecting the human, relational quality that makes Cranfield Trust distinctive.

As an independent charity, we fundraise to meet 100% of our organisational expenditure. All our income is 'voluntary' in the form of funding from grantmakers, partnerships and gifts from individuals. As a charity, we are financially stable, with a diverse income base and strong track record of fundraising. In addition to fundraising for core support from funders and donors, we regularly work in partnership with national, regional and local funders to offer grant-funded programmes of support for their grantees and charities within their remit. We want to continue to develop and cultivate our existing funding relationships while reaching out to new funders and grantmakers, to develop and grow our portfolio of grant funders. We believe there is untapped potential within our existing community of supporters, as well as other sources of funding for our services.

"We hear directly from many of our grantees and applicants that management and mentoring support from the Cranfield Trust is transformational. That is why we have provided core funding each year since 2010 and have committed funding until 2028." **The Dulverton Trust**



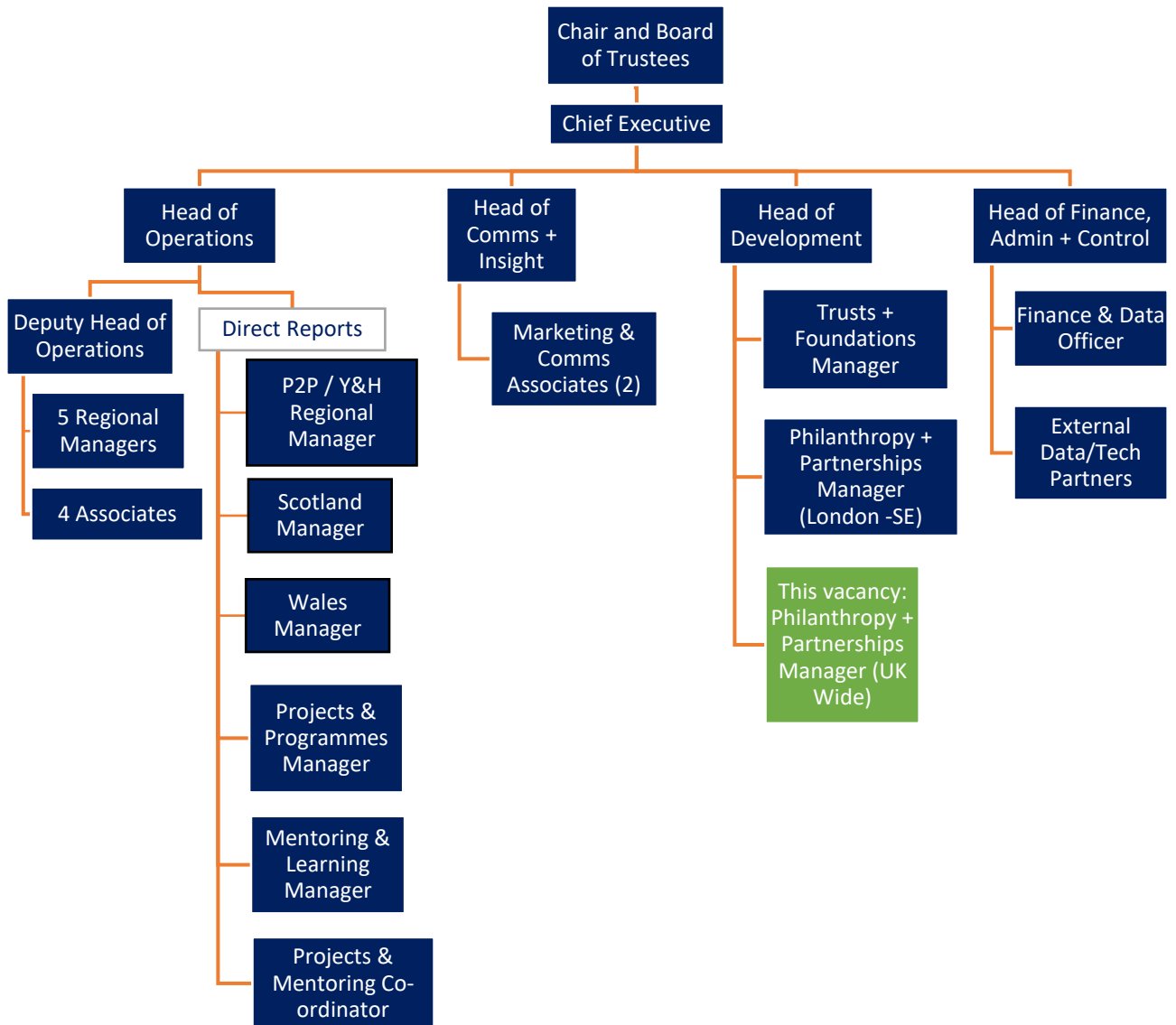
**We have a team approach to fundraising. The new postholder would join an existing team of three people.**

<b>Cranfield Trust's Development team</b>		
		
<p><b>Joanne Madders</b> <b>Head of Development</b></p> <p>Joanne is a member of the Trust's senior management team and heads up our Development team. She oversees all our fundraising activity and manages a portfolio of key donors, funders and partners</p>	<p><b>Emma Bell</b> <b>Philanthropy and Partnerships Manager (London &amp; South-East)</b></p> <p>Emma develops and manages a range of partnerships, including funded programmes with grant-making organisations, with a particular focus on relationships based in London and South-East England.</p>	<p><b>Ali Forbes</b> <b>Development Manager – Trusts &amp; Foundations</b></p> <p>Ali fundraises through trusts and foundations and statutory sources for our work throughout the UK, with a focus on securing core funding and donations towards our work in specific regions and subsectors.</p>

<p><b>This role: Philanthropy and Partnerships Manager</b></p> <p>Will develop, manage and lead on a range of funding relationships and partnerships throughout the UK. Portfolio will include trusts and foundations, corporate partners and potentially individual donors and statutory sources. Postholder will work closely with Scotland and Wales Managers to develop funding plans and relationships for our work in those countries, as well as Operations, Comms and Finance colleague across the organisation.</p>	<p><b>Other colleagues are also involved in fundraising:</b></p> <ul style="list-style-type: none"> <li>○ Our Chief Executive, Dan Francis, plays a strategic role in supporting fundraising by shaping ideas, ensuring alignment with organisational goals, and plays a key role in some key funder and donor relationships with support from the team.</li> <li>○ Operations colleagues are involved in helping to develop and maintain funder relationships in their regions, by delivering particular programmes of work and contracts, sometimes liaising directly with funders and partners, and contributing to reporting and stewardship around particular programmes of work.</li> <li>○ Our Communications and Finance &amp; Admin teams play a critical role and function in supporting fundraising activities and communications.</li> </ul>
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**Cranfield Trust as a whole is structured as follows:**



**Our volunteers:** Cranfield Trust’s work is made possible by our national network of 1300 volunteers. Our volunteers are highly skilled, experienced professionals who give their time and skills freely to complement those of our charity clients. Many volunteers work with us regularly; others make strong connections with their charity clients and many become their trustees. Here is what two of our volunteers have said:

*“Providing coaching and mentoring to C-suite and senior leadership in the charity sector is a deeply rewarding experience. In a space where resources are lean, but the mission is critical, seeing a leader shift from feeling “stuck” to seeing a clear, actionable path forward is incredible. It’s about turning challenges into options and vision into impact. It brings a different kind of fulfilment.”* **Volunteer mentor**

*“What I value most about being a Cranfield Trust volunteer is working alongside people who care deeply about their community and helping them develop their thinking and structure to make their impact sustainable.”* **Volunteer consultant**

