

Role Profile

Post:	Senior Partnerships Fundraiser	Care. Compassion. Community.
Responsible to:	Fundraising Manager	
Responsible for:	Community & Partnerships Fundraiser x 2	
Main purpose of job:	To generate and increase income from the community, corporate and event income streams. To lead and mentor the Community & Partnerships Fundraisers. To lead on and continually improve supporter journeys within these income streams.	

Main Duties and Responsibilities:

- Work with the Fundraising Manager, and wider Fundraising Team to create an annual Fundraising Business Plan and budget;
- To lead on generating and increasing income from community & corporate partnerships and events, in order to meet partnerships income targets;
- To mentor the Community & Partnerships Fundraisers within their roles, ensuring they develop and grow within their roles;
- Work creatively to generate new ideas for community & corporate fundraising and to research the feasibility of those ideas;
- To grow the number of active high value and longer term corporate partnerships through research and networking in the region and making direct approaches to new potential corporate partners;
- To lead on creating engaging cases of support, and work with Marketing to produce materials to go with them;
- To work with the Community & Partnerships Fundraisers to create and lead on a schedule of events;
- Develop professional and profitable long term working relationships with community and corporate supporters, providing excellent levels of supporter care to maximise their retention year on year;
- To undertake an appropriate level of research and due diligence, in line with the Hospice policy on corporate partnerships, to minimise the risk of financial or reputation damage;
- Keep accurate and comprehensive records, including maximising use of the fundraising database, and use these records to report on community, corporate and events fundraising activity and performance as required;
- Work in conjunction with the Marketing Team to plan effective on-brand marketing for all fundraising initiatives, including print, online and press activity where appropriate;
- Ensure appropriate risk management of fundraising volunteers, including the completion of mandatory training, risk assessments, liaison with Hospice insurers and the provision of safety briefing;
- To lead on actively recruiting new fundraising volunteers, with defined roles and to assist with the briefing, supervision and retention of existing volunteers;
- Contribute to the evaluation of all initiatives and campaigns, as part of a continuous cycle of self-improvement;
- To be compliant at all times with all current and relevant legislation; including:
 - ensuring compliance with the Code of Fundraising practice and championing best practice in fundraising; and
 - ensuring the legal, accurate and consistent storage and maintenance of personal data.
- To work closely with the rest of the Income Generation & Marketing Department, sharing ideas, leads and knowledge to maximum effect;

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- Contribute to the development of appropriate policies and procedures for fundraising; and
- To undertake other fundraising responsibilities as reasonably requested.

Team Development

- Effectively allocate work, checking that it is delivered to agreed standards;
- Effectively line manage the performance of the Community & Partnerships Fundraisers (and volunteers) and carry out annual appraisals in line with Hospice policy, including the identification of appropriate training, setting achievable KPI's;
- Monitor, disseminate and implement changes necessary due to changes in legislation or regulation, ensuring team members maintain up to date knowledge and awareness of relevant changes; and
- Ensure team members work to agreed objectives and are clear about expected standards of performance, are motivated and adequately trained and developed to carry out their roles.

General Duties and Responsibilities

- Working with the rest of the Fundraising Team and the Marketing Team, deliver campaigns and communications across all channels (including, digital, face to face and telephone), to increase income from: Community, corporate & events.
- Work with Marketing to ensure appropriate website content and social media marketing is in place to support all campaigns;
- Collaborate all teams across the Hospice to get everyone's buy in to community, corporate campaigns and events.
- Develop volunteer practices and recruitment to inspire volunteer fundraisers to assist in the delivery of work programmes and provide day-to-day supervision;
- Contribute to the development of appropriate policies and procedures for fundraising;
- To work closely with the rest of the Income Generation Team, sharing leads and knowledge to maximum effect; and
- To undertake other fundraising responsibilities as reasonably requested, including supporting fundraising event preparation and on the day support.
- All employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure they comply with Hospice policies and procedures at all times;
- Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice;
- Strict confidentiality applying to all aspects of Hospice business must be observed at all times.
- To act as an ambassador of the Hospice, and encourage others to do the same.

The tasks and responsibilities outlined in this job description is not exhaustive and the post holder may be required to undertake other tasks in agreement with their line manager.

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Person Specification

Senior Partnerships Fundraiser

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
EXPERIENCE <ul style="list-style-type: none"> Proven experience in fundraising, ideally within the community, corporate and/or events income streams Experience of developing and project managing a variety of activities, campaigns and other projects within budget and on time. Proven track record of generating new business to meet targets Experience of compiling income and expenditure budgets Experience of line managing or supervising staff, volunteers or work experience students 	<p>√</p> <p>√</p> <p>√</p>	<p>√</p> <p>√</p>	<p>Application Form/Interview</p> <p>Application Form/Interview Application Form/Interview Application Form/Interview Application Form/Interview</p>
KNOWLEDGE <ul style="list-style-type: none"> Up to date knowledge of fundraising legislation and regulation Up to date knowledge of marketing and data protection legislation and regulation Competent in MS Office applications including: Word, PowerPoint, Excel Experienced understanding of using a customer relationship management database Knowledge of fundraising CRM – ideally Donorfy Local knowledge of the Hospice’s geographical area 	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>	<p>√</p>	<p>Application Form/Interview Application Form/Interview</p> <p>Application Form/Interview</p> <p>Application Form/Interview Application Form/Interview Application Form/Interview</p>
SKILLS/ABILITIES <ul style="list-style-type: none"> Proven to communicate confidently and professionally with individuals of varying levels of seniority to gain support, build rapport and maintain relationships Excellent copywriting / proof reading skills Able to create engaging case of support Effective people management skills Proven ability to effectively juggle competing demands and prioritise workload to support achievement of targets Enthusiastic and self-motivated to achieve beyond targets 	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>		<p>Application Form/Interview</p> <p>Application Form/Interview Application Form/Interview Application Form/Interview</p> <p>Application Form/Interview Application Form/Interview</p>

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ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
<ul style="list-style-type: none"> • Demonstrates flexibility and willingness to work outside office hours as required 	√		Application Form/Interview
<ul style="list-style-type: none"> • Demonstrates commitment to learning and willingness to undertake training to fill knowledge gaps and keep up to date with sector developments 	√		Application Form/Interview
PERSONAL ATTRIBUTES			
<ul style="list-style-type: none"> • The ability to show empathy and with good emotional intelligence 	√		Application Form/Interview
<ul style="list-style-type: none"> • Positive professional approach and image when representing the Hospice 	√		Application Form/Interview
<ul style="list-style-type: none"> • Personal drive and resilience 	√		Application Form/Interview
<ul style="list-style-type: none"> • Demonstrates empathy with aims and objectives of the Hospice in delivery of work 	√		Application Form/Interview
<ul style="list-style-type: none"> • Willing and able to independently travel to external meetings and events 	√		Application Form/Interview

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