

Job description and person specification

Job title: Corporate Fundraising Manager

Location: Bristol UK. Option to work remotely up to 4 days a week.

Duration: Permanent

Working hours: full time, 35 hours a week

Salary: £46,853 per annum + competitive holiday + pension (6% employer contribution)

Start date: 8th December, or as soon as possible thereafter

Responsible to: Head of Fundraising

Responsible for: occasional volunteers

Overall aim:

Working closely with the Head of Fundraising to develop plans and implement the programme for fundraising from existing and prospective corporate supporters.

Key objectives:

1. Develop and implement corporate fundraising plans and budgets in line with organisation budget.
2. Maintain and develop relationships with existing portfolio of corporate supporters
3. Develop and implement effective donor recruitment activities to grow Tree Aid's portfolio of corporate partnerships
4. Work with Fundraising & Communications management team to contribute and deliver the fundraising and communications strategy, and organisation-wide planning.

Key roles/ tasks:

1 Planning and budgeting (20%)

- **Strategy and planning:**

- Develop annual plans and deliver the corporate fundraising strategy to engage supporters and raise unrestricted income from new and existing corporate supporters.
- Manage the Corporate Workplan, working with the Head of Fundraising to ensure the plan is a reflection of budget, and subsequent reforecasts, and that this is implemented successfully throughout the year.
- **Budgeting:** working with the Head of Fundraising, produce annual budget and subsequent reforecasts in line with organisational budgets and strategy.
- **Report against monthly, quarterly and annual targets**, providing analysis and identifying variances and strategies to address where needed.
- **Set up systems and processes** to support effective and efficient fundraising.
- **Undertake research and analysis** to support effective fundraising.
- **Recruit and manage suppliers** to deliver good quality and value for money.
- Keep up to date with **fundraising best practise**, policy and relevant legislation and ensure these are reflected in Tree Aid's approaches.

2 Donor recruitment and retention (75%)

- Maintain and develop the existing portfolio of corporate supporters by providing excellent **account management** and delivering regular, effective communications.
- Seek added value where possible from **existing relationships**, looking for opportunities to diversify partnerships and boost engagement from staff and customers of partnered organisations.
- **Develop and implement effective donor recruitment activities** to grow Tree Aid's portfolio of corporate partnerships.
- **Deliver effective communications to prospective corporate supporters** by phone, face to face and email.
- Work closely with the Programmes team to keep fully informed about Tree Aid's work in Africa and Finance Team to ensure effective collaboration in respect of fundraising income, expenditure and budgets.

3 Team collaboration (5%)

- Work with Fundraising & Communications management team to **contribute to and deliver the fundraising and communications strategy** and organisational wide planning.
- Work with the Fundraising Assistant to delegate tasks to support with corporate fundraising (this is not a line management relationship).
- Contribute to other areas of Tree Aid fundraising as appropriate.
- Represent Tree Aid to supporters and other audiences.

Key Success Factors

- Targets and key performance indicators met including growth in corporate income and retention of existing partners.
- Potential for corporate income maximised

Person specification:

E = Essential criteria

D = Desirable criteria

Personal qualities

- A passion for fundraising with a results-oriented outlook (E)
- Able to show initiative, work flexibly and be adaptable (E)
- Excellent, confident and persuasive communication skills and ability to develop relationships to achieve results (E)
- Alignment with and commitment to Tree Aid's values (E)
- Professional and proactive approach to work (E)
- A passion for, and commitment to, international development and to issues affecting rural communities in dryland Africa (E)

Experience

- 2 years' experience in a senior corporate fundraising role, or similar (E)
- Experience working in an international development/environmental charity setting (D)
- Experience of database management (D)
- Experience of managing relationships and meeting/and exceeding ambitious targets (E)

Skills/knowledge

- Solid financial literacy, including experience in budget development and management (E)
- Strong analytical skills and proven track-record of using data to inform strategic planning (E)
- Excellent writing skills (E)
- Excellent organisational skills, demonstrating the ability to manage priorities and deadlines (E)
- Proficient in all Microsoft Office programmes including Word, Excel and Teams, plus experience of using databases, preferably Raisers Edge (E)