

JOB DESCRIPTION – CORPORATE FUNDRAISING MANAGER

Reporting to Director of Fundraising and Engagement

Salary £40,000

Location Twickenham, London (Hybrid – 2 days in office)

Hours Full-time, 37.5 hours Mon-Fri

ABOUT US

At SPEAR, we dedicate ourselves to helping those in South West London, across 5 boroughs, who are homeless, or at risk of becoming homeless, find secure accommodation and support people to achieve a positive future.

For over 35 years, we've worked tirelessly to support people experiencing homelessness to overcome personal challenges and break down the many barriers they face. We recognise that homelessness is much more than just a housing issue, so as well as providing accommodation we also provide tailored support services to help people reach their full potential.

We welcome and encourage applications from everyone, regardless of age, disability, gender, ethnicity, religion and sexual orientation.

PURPOSE OF JOB:

This is a new role created to maximise on the corporate fundraising potential that SPEAR is already experiencing. This is an exciting and varied role for someone who has already worked in a corporate partnerships role and is looking to move into a lead role in developing a corporate partnerships strategy and programme. Over the next 2-3 years we have ambitions to double our corporate income from £100,000 to £200,000 and we are predicting a minimum 20% growth next year, with potential to grow more as part of a focused programme. The majority of 23/24 corporate income is pledged therefore creating a huge opportunity for growth.

You will be working as part of the Fundraising and Engagement team, reporting to and working closely with the Fundraising Director. We are a collaborative, innovative, agile, and friendly team and we are looking for someone to join us to lead on Corporate Partnerships.

We already have a handful of loyal partners, who also have the potential to grow their support and to introduce their networks. Being a local London organisation, we also have great community links and presence, and we wish to maximise on our networks and presence to create a focussed corporate partnerships programme.

Our work has never been more needed, and your role will have a massive impact on the lives of those experiencing homelessness in South West London. This is a great time to join SPEAR to develop your experience and career, you will be part of a dedicated and passionate organisation committed to creating a better future for those experiencing homelessness.

DUTIES:

- To be responsible for the successful delivery of the corporate partnerships strategy and programme at SPEAR. The post holder will be responsible for:
 - Development of the corporate partnerships strategy, working closely with the Fundraising Director, in line with the overall fundraising strategy. Being a local organisation exploring further opportunities in the wider community will be part of this strategy, working with organisations such as local Rotary Clubs, Faith groups etc also where networks can be developed for further corporate support and methodology of approach can be replicated.
 - Building on growth with 3-year ambition to exceed £200k.
 - Stewarding and engaging current partners, through timely accurate and engaging reporting: and engaging partners with programmes and events, through updates, visits, meetings and events.
 - Creating tailored account plans and proposals to further engage companies already supporting SPEAR in order to retain them and to grow their support.
 - Researching and developing a prospect pipeline to support the development of new corporate partners for SPEAR.
 - Developing a corporate partnerships new business programme in order to successfully engage new companies to support SPEAR's work through employee engagement including payroll giving, charity of the year, philanthropic support/corporate foundations, events and also local cause related marketing.
 - Developing assets and proposal, reporting, credentials and pitch decks to support the new business programme, and working with SPEAR's Communications Manager to create innovative ways to engage new corporate partners, via local networks and social media.
 - Development of corporate partnerships programme fundraising materials and resources.
 - Work across the organisation to support and create engagement opportunities for corporate partners and prospects.
 - Responsible for managing incoming enquiries from companies and creating a triaging system to ensure that corporate enquirers are responded to in a timely, relevant and appropriate way, ensuring that where appropriate relevant opportunities are reviewed in consultation with the Fundraising Director.
 - Ensuring donors are acknowledged and thanked in a timely and appropriate way.
 - Developing and managing income and expenditure budget, and responsible for forecasting and monthly reporting.
 - Working with the Fundraising Director on the development and application of a due diligence process to be based on the development of an organisational wide ethical policy.

GENERAL

- Adhere to SPEAR Policy and Procedures at all times.
- Cover for other members of the team when necessary.
- Be proactive in reviewing and evaluating your own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in team meetings and other meetings as required.
- Deputise for the Fundraising Director when required at meetings.

PERSON SPECIFICATION

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- 2 years minimum corporate fundraising experience.
- Demonstrable experience of fundraising from corporate partners, growing income / and or winning new partnerships.
- Experienced in the development of corporate partnerships. Worked with corporate partners across a range of funding activities.
- Demonstrable experience of the development of fundraising assets and resources reports proposals, credentials/ pitch decks etc.
- Understanding of GDPR, VAT and other regulatory compliance requirements as it relates to corporate fundraising.
- Experienced in stewardship and cultivation of donors.
- Demonstrable collaborative approach.
- Previous use of fundraising database.
- Experience of developing fundraising pipelines and using them as part of the new business and finance reporting programmes.

DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE

- Experience of developing fundraising strategy.
- Development and management of budgets.
- Experience of creating systems and processes to support corporate partnerships fundraising.

YOUR BENEFITS IN RETURN

- 34 days' holiday (inclusive of bank holidays) increasing with length of service.
- Enhanced maternity and paternity leave.
- Enhanced occupational sick pay.
- Enrolment into our pension scheme after three months' service.
- Yearly eye care vouchers.

YOUR PERKS IN RETURN

- 24-hour access to confidential counselling services (EAP).
- Free staff wellbeing sessions.
- Flexible working.
- Free moving house day.
- Staff interest-free loan and season ticket loans.
- Cycle to work scheme and free parking at some sites.

In the selection and interview process, we will be assessing candidates against the following competencies:

VALUES

Working together

We work alongside service users, partners, staff and volunteers to provide services that meet the needs of the people we help. Together we overcome challenges.

Aspirational

We aim high, aspiring to achieve the very best outcomes for our clients. We see potential in everyone and encourage our staff and clients to achieve their own goals, dreams and ambitions. We aspire to the highest standards of professionalism.

Respectful

We respect everyone, regardless of their background or circumstances. We view everyone as an individual with their own personal journey. We always listen to and value people's views.

Determined

We work tirelessly to support people experiencing homelessness to recover from their personal issues. We break down the barriers people experiencing homelessness face.

Visionary

We try new and innovative ways to provide long-term solutions and reduce the isolation of homelessness. We are always willing to take a new approach, learning from what works (and what doesn't) and use this to guide our work.