



Corporate Fundraising Manager

Job Description

REPORTS TO: Head of Fundraising and Engagement

HOURS: 21 hours per week (flexible working options available)

CONTRACT: Permanent

SALARY: £42,000 (pro rata) depending on experience

LOCATION: Hybrid (minimum one day in Twickenham Office per week)

ABOUT US

SPEAR is a lifeline to hundreds of people each year who are experiencing, or at risk of, homelessness across six London boroughs. We provide essential outreach support, a variety of accommodation options, tenancy support services, and vital health programmes. In 2024, we supported 804 people experiencing homelessness. This included 466 people found rough sleeping, 227 people in accommodation-based and floating support, and 84 young people aged 16-25.

THE ROLE

We seek a dynamic and experienced Corporate Fundraising Manager to lead and grow our corporate giving and partnerships income stream. Corporate Giving at SPEAR comprises just over 20% of our fundraised income, with a mix of direct giving, local COY partnerships, and employee fundraising. This is a key role within the Fundraising and Engagement team, responsible for developing and managing relationships with corporate partners to generate sustainable income and deepen engagement with SPEAR's mission.

You will also play a strategic role in identifying new prospects, securing partnerships, and delivering excellent account management to all existing supporters. There is scope to grow the role with professional growth opportunities for the right candidate.

RESPONSIBILITIES

Strategy & Development

- Alongside the Director of Fundraising and Engagement, develop and implement SPEAR's corporate fundraising strategy.

- Identify and research new corporate prospects aligned with SPEAR's values and priorities.
- Produce regular reports on income performance, pipeline development and departmental KPIs.

Partnership Building

- Proactively engage and pitch to potential corporate partners for financial support
- Tailor compelling proposals, presentations, and partnership packages.

Account Management

- Steward existing corporate relationships to grow income.
- Coordinate and support employee fundraising, payroll giving, and volunteering efforts.
- Deliver high-quality reporting, updates, and impact stories to corporate supporters.

Collaboration

- Work closely with the wider Fundraising and Communications team to align messaging and maximise opportunities.
- Support corporate involvement in campaigns, events, and volunteer days.

Administration

- Maintain accurate records of corporate prospects and partners using CRM (Salesforce).
- Track and report on income, expenditure, and performance metrics.

PERSON SPECIFICATION

Essential

- Proven track record of securing and managing corporate partnerships and working to financial targets
- Excellent communication, networking, and relationship-building skills
- Ability to create compelling fundraising proposals and reports
- Knowledge of the UK corporate sector, including marketing trends and the current corporate social responsibility agenda
- Strong organisational skills and the ability to work independently
- Excellent IT skills; confident in the use of Microsoft Office, CRM databases
- Ability to work as part of a flexible team and to contribute to group and individual targets

Desirable

- Understanding of the homelessness or housing sectors and the issues faced by SPEAR clients
- Understanding of social media and content creation, including Facebook, Instagram, and X.
- Make our clients feel listened to and important
- are passionate about excellent customer service
- prioritise activities to do what is important for our clients

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 journey. We always listen to and value people's views.

Determined

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

At SPEAR, we welcome and encourage applications from everyone, regardless of age, disability, gender, ethnicity, religion, and sexual orientation. We are facing diverse problems, so we need diverse people to tackle them.

