

## ROLE DESCRIPTION

|                         |                                                                                                                                                                                                      |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Position:</b>        | Corporate Fundraiser                                                                                                                                                                                 |
| <b>Hours:</b>           | 35 hours per week to include occasional evening and weekend work to suit the business needs of the role                                                                                              |
| <b>Salary:</b>          | £27,000 to £29,000 per annum.                                                                                                                                                                        |
| <b>Location:</b>        | Zoe's Place Baby Hospice Coventry                                                                                                                                                                    |
| <b>Reporting to:</b>    | Head of Fundraising                                                                                                                                                                                  |
| <b>Responsible for:</b> | Supporting the delivery of Zoe's Place overall income generation strategy, by developing a portfolio of corporate supporters at Zoe's Place Coventry to deliver long term sustainable income growth. |

### Overview

We're incredibly proud of our hospices. We provide respite, palliative and end of life care to babies and children from birth to five years old with life limiting or life-threatening illnesses, with our team of specialist nurses offering round-the-clock care and support. We've created a safe, caring and fun place, where parents know that their child will receive the best care possible - a home away from home. In order to continue with our specialist work, we need to ensure the charity continues to raise the funds we need.

All job offers are subject to satisfactory DBS check, references and pre-employment checks.

## KEY RESPONSIBILITIES

### Account manage corporate relationships

- Account manage newly established and existing corporate relationships, ensuring that each one is appropriately supported and is reaching its full potential, through charity of the year partnerships, sponsorship, staff fundraising, payroll giving and event participation.
- Work with the Head of Fundraising to ensure corporate fundraising offering is consistent across all relationships.
- Plan and execute events to steward current supporters.
- Meet and exceed agreed fundraising targets for corporate supporters at Zoe's Place Coventry.
- Identify potential new opportunities to grow current partnerships, including identifying potentially useful networks within each partner organisation, developing powerful ideas, pitches and tailored proposals.

### Re-engage past Corporate supporters.

- Undertake research to identify past corporate supporters using our CRM and devise / implement plans to reengage their support.
- Plan and execute events to re-engage past supporters.
- Devise new products to re-engage past corporate supporters.

## Networking and Representation

- Represent Zoe's Place at external corporate functions to promote the work of the Hospice by giving presentations, articulating a clear and compelling case for support.
- Organise Business Club meetings and steward group members as required.
- Attend networking events such as Chamber of Commerce as required.

## Administration and pipeline

- Use our fundraising CRM and in line with GDPR to ensure accurate and timely recording of stewardship.
- Working with an income pipeline, ensure accurate and timely financial forecasting, identifying risk to income and mitigating accordingly.

## Collaborative working

- Work closely with staff across the charity to maximise opportunities to engage with high value audiences ensuring accurate sharing of information such as case studies is relevant and timely.
- Develop strong working relationships with the wider Coventry, marketing fundraising and Coventry clinical team.
- Maintain effective communication and collaboration with other members of staff in order to 'cross sell' and maximise fundraising opportunities.

## General and Additional Responsibilities

- The post holder will be required to work occasional evenings and weekends to meet the business needs of the role for which time off in lieu will be agreed.
- To comply with all Hospice policies, including but not limited to GDPR compliance, confidentiality and Health & Safety.
- Carry out any other reasonable duties as requested by the Head of Fundraising, Director or Executive Trustee.
- This job description sets out the key task and responsibilities of the post and is not intended to be comprehensive. It is essential that it is regarded with a degree of flexibility to meet the changing needs of the organisation and general business need.

## PERSON SPECIFICATION

| Values                                                                              | Essential/Desirable |
|-------------------------------------------------------------------------------------|---------------------|
| Unwavering commitment to openness, honesty and transparency                         | E                   |
| Experience                                                                          |                     |
| Experience of sales, account management, corporate fundraising or donor stewardship | E                   |
| Excellent verbal communication and presentation skills                              | E                   |
| Experience of stewarding fundraising or business relationships                      | E                   |
| Excellent relationship building skills                                              | E                   |
| Experienced of managing an income pipeline and risk mitigation                      | D                   |
| Experience in organising high profile philanthropic events                          | D                   |

| Skills and knowledge                                                                              |   |
|---------------------------------------------------------------------------------------------------|---|
| Up to date knowledge and understanding of Fundraising Regulator Codes of Fundraising Practice     | D |
| Be a member of the Chartered Institute of Fundraising Practice                                    | D |
| Personal                                                                                          |   |
| Full driving license, access to a car and able to travel to meetings and events                   | E |
| Enjoys working collaboratively and takes responsibility for delivering on their part of the plan. | E |
| Passionate, enthusiastic and strives to be the best they can.                                     | E |
| Team player with a positive 'can do' attitude                                                     | E |

## BENEFITS

- Salary of circa £27,000 to £29,000 per annum.
- 5% salary employer pension contribution p/a.
- 27 days annual leave plus all statutory English bank holidays. Hospice closure between Christmas and New Year (annual leave allowance must be used).
- Mileage paid at 45p per mile for business miles
- Free, on-site parking.
- Employee assistance programme and free counselling for employees and their family members (limited availability).
- Death in service benefit after six months of service.

\*All relevant benefits will be pro-rata if the appointment is for a part-time post.