# **Sobell House Hospice Charity Ltd**

**Relationships Fundraising Manager**

**Job description and person specification:**

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| **Job title:** | Relationships Fundraising Manager |
| **Department:** | Fundraising |
| **Responsible to:** | Fundraising Director |
| **Responsible for:** | Events Fundraiser; Community Fundraiser |
| **Salary:** | £40,000 |
| **Hours of Work:** | 37.5 hours per week |
| **Holiday entitlement:** | 36 including 8 Bank Holidays |
| **Pension:** | 7% employer pension contribution |
| **Sick pay:** | 6 weeks in any rolling 12 months after probation completed |
| **Additional Benefits:** | Employee Assistance Programme, Death in Service, Cycle to Work |
| **Maternity/paternity pay:** | Statutory entitlement |
| **Type of Contract:** | Permanent |
| **Place of Work:** | Sobell House Hospice Charity Office and home |

**Main Purpose**The role of the Relationships Fundraising Manager is to maximise our income generation from corporate and community supporters, and build working partnerships with local businesses and community groups. Reporting to the Director of Fundraising, they will work as a key member of the fundraising management team contributing towards annual team targets as well as line manage a small team of community and events fundraisers.

**Tasks and Responsibilities:**

1. **Corporate fundraising**

* Drive and deliver the Corporate fundraising strategy in order to significantly grow corporate income and build long term relationships.
* Develop and deliver the Sobell Business Club and other strategic corporate projects to harness the support of businesses in the local community.
* Lead, support and manage the Corporate goals and objectives, setting and delivering KPIs, maximising income, ensuring targets are met, ensuring activities and relationships are initiated, built and maintained to the highest possible standard.
* Contribute to the strategic fundraising plan for Corporate fundraising activities (cultivation, upgrading and loyalty) in order to ensure the achievement of budget goals.
* Develop and implement policies, processes and procedures for corporate income activities and internal reporting.
* Liaise with the Marketing Manager to ensure that suitable marketing activity is carried out in support of the Corporate goals and ensure any Sobell House communications are up-to-date and relevant in relation to corporate content.
* Business Development:
  + Work with colleagues to identify possible new partners and innovative ways to integrate corporate involvement into the Hospice.
  + Identify and focus on key areas for development, e.g. business sectors, geographical locations and types of support.
  + Develop and maintain a structured pipeline of prospective corporate partnerships establishing a network to source new leads and identify opportunities.
* Partnership Management:
  + Manage existing portfolio of corporate partners ensuring relationships are maximised in terms of revenue and marketing, and that partners feel valued and engaged with our work through thanking, promotion, feedback, innovative ideas and regular two-way communication.
  + Ensure all records (database and shared drive) are up-to-date and used effectively for measuring and planning partner fundraising.

1. **General**

* Attend meetings, events and presentations on behalf of the hospice in order to deliver our messages widely in the community to gain support and build relationships.
* Play an active role in the Fundraising team and across the organisation as a whole, to foster good working relationships and enhanced communications with colleagues.
* Provide the Director of Fundraising with monthly reporting on Relationship Fundraising KPIs.

1. **Team Management**

* Work with the Relationship Fundraising Team to agree and monitor KPIs.
* Oversee Community Fundraising, ensuring it is delivering against annual budgets, targets and plans for income, and monitoring on-going performance.
* Ensure that a high level of stewardship and support is being given to our community supporters and volunteers.
* Ensure that fundraising events are planned and delivered to a high standard by the Events Fundraiser, within budget and meeting legislative requirements.
* Recruit, manage, support and motivate direct reports to achieve their objectives, maximise income and deliver excellent donor support and management.

**Other duties**

* Embody the values of Sobell House Hospice Charity and comply with all policies and procedures.
* Carry out any other duties deemed appropriate by the CEO or your line manager.

**Policies and procedures**

We expect all staff and volunteers to comply with our policies and procedures and to attend all relevant training, as required. These obligations include adhering to the following:

* The Health and Safety at Work Act 1974. The post holder is required to conform with our policies on Health and Safety and Fire Prevention.
* Confidentiality and Data protection, including General Data Protection Regulations (GDPR)
* Safeguarding Vulnerable Adults and Children: **i**t is the duty of all staff working for SHHC to safeguard children and vulnerable adults
* SHHC’s Equality and Diversity Policy

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| **PERSON SPECIFICATION** | **Essential (E) or Desirable (D)** | **How assessed?**  **Application (A)**  **Documentation (D)**  **Interview (I)** |
| **Education** | | |
| Educated to A level standard or equivalent | E | A, D |
| Membership of relevant fundraising organisations and/or holds a relevant professional fundraising qualification | D | A, D |
| **Relevant Knowledge** | | |
| Excellent IT skills including MS Word, Excel, Outlook and with experience of databases and database interrogation | E | A |
| **Experience** | | |
| Demonstrable fundraising experience and/or experience in a sales or business development setting | E | A, I |
| Experience adopting a systematic approach to managing leads, developing new business contacts and successful networking | E | A, I |
| Experience of setting and working toward specific income targets or budgets | E | A, I |
| Experience managing digital channels (including LinkedIn) to generate sales leads and manage campaigns | D | A, I |
| Experience of coaching and developing a team | D | A, I |
| Successful track record in corporate fundraising | D | A, I |
| **Relevant Skills/Abilities** |  |  |
| Excellent written and verbal communication (face-to-face, phone and formal presentations) with a high level of attention to detail | E | A, I |
| Excellent organisational skills, including ability to work under own initiative and to effectively manage and prioritise own and team workload to achieve targets | E | A, I |
| Excellent relationship management skills, both internally and externally | E | A, I |
| Able to work creatively and innovatively to provide and implement new ideas | D | A, I |
| **Other** |  |  |
| Understanding of and commitment to Sobell House Hospice Charity’s mission, vision and values | E | A, I |
| Right to work in the UK | E | A, D (at I) |
| Full current driving licence | D | D |
| Able to work frequent evenings and weekends as required | E | A |