



## JOB DESCRIPTION

**Job Title:** Events and Corporate Partnerships Manager

**Department:** Fundraising & Trading

**Reports to:** Head of Fundraising & Trading

**Responsible for:** Events & Engagement Coordinator

**Grade/Role:** 4

**Salary:** £25,000 - £27,500 per annum (dependent on experience)

**Hours:** 37.5 hours per week

Bath Cats and Dogs Home (RSPCA Bath & District Branch, RCN 205594) is committed to the welfare of companion animals; to rescue, rehabilitate and re-home pets who are unwanted and far too often neglected or mistreated and to promote responsible pet ownership through education.

All staff are committed to deliver first class customer care to all visitors and supporters (throughout daily activities) in order for the Home to successfully continue to re-home animals and to have the long-term support of the communities we operate within.

---

### 1. Purpose of the job

The Events and Corporate Manager generates income for Bath Cats and Dogs Home in line with strategic plans through our own and third-party events and through corporate partnerships. Through adopting best practice fundraising in these areas, you will identify and develop opportunities and provide excellent relationship management, building strong cases for support. You will be an innovator and excellent communicator generating individual and collective support of the Home through engaging with our local community - individuals, groups and businesses - and with the support of the Events and Engagement Coordinator, develop an attractive portfolio of sponsored and social events both owned and third party.

### 2. Principle tasks

- Work with the Head of Fundraising and Trading to develop and agree a suitable strategy for Events, Community and Corporate Fundraising in order to increase income generation in these areas.
- Successfully line manage the Events & Engagement Coordinator ensuring they have clear objectives and supporting them to coordinate and deliver our in-house events, support third party events and improve our community fundraising offer.
- Develop and deliver a successful portfolio of BCDH led events ensuring we have a continual mix of offers and attractive products for the public to participate in in order to support the Home throughout the year.

- Meet and improve year on year fundraising targets from events and community engagement, with a focus on continuous improvement, ensuring successful financial outcomes and the recruitment and retention of new supporters.
- To develop and deliver an attractive portfolio of third party challenge events to achieve increased income for the Home through high-level sponsorship.
- Work with the Communications team to deliver effective marketing strategies and first-class supporter communications to recruit and retain supporters.
- Be a public face of BCDH through networking in the local community to identify new partnerships and events opportunities.
- Working with the Events & Engagement Coordinator generate income and awareness through delivery of inspirational talks to local community groups and schools, attending community events and applying to local charitable groups.
- Identify businesses based within our agreed regional boundaries to generate financial support and donations for the Home. This will include researching suitable business partners, generating compelling cases for support, researching affinity and providing excellent relationship management.
- Manage charity of the year schemes and the Home's long-term corporate accounts, sponsorship of our activities, corporate volunteering days at the Home and in-store activities.
- Deliver excellent supporter stewardship to ensure that your portfolio of supporters is given optimum opportunities to engage in the work of Bath Cats and Dogs Home through compelling proposals, cross selling opportunities and cultivation and thank you events.
- Deliver insight on events and corporate support to inform an optimum communications plan and develop resources in order to strategically retain support and increase lifetime value.
- Prepare detailed information on Events and Corporate fundraising activity via progress reports for Head of Fundraising & Trading and monitor outcomes against agreed targets.
- Maintain accurate records of all fundraising activity via the Raisers Edge database
- Ensure all activity undertaken follows fundraising best practice, health and safety regulation and charity law.
- Ensure all appropriate supporter and prospect data is recorded in an accurate way that is compliant with charity law and GDPR.
- All other duties as requested by your line Manager.

### **3. Knowledge, skill and experience**

- a) Education qualifications:
  - Degree level or equivalent
- b) Professional/Technical Qualifications/Skills:
  - Excellent IT skills ideally including regular use of CRM database

c) Competence/ Experience:

**Experience - essential**

- Experience of raising significant income ideally through companies, events and community activities.
- Experience of on and offline marketing to ensure supporter recruitment and financial targets are met.
- Experience of horizon-scanning and identifying funding opportunities
- Line management of staff or volunteer management
- Demonstrable experience of managing relationships with fundraisers and corporate supporters
- Excellent written skills with experience of researching and writing proposals and applications for funding
- Experience of developing and implementing strategies, risk assessments and action plans
- Ability to prioritise a busy workload while ensuring targets are met
- Ability to work creatively with others on the development of new project concepts in response to funding opportunities
- Ability to understand and convey complex information and communicate this clearly and concisely to potential supporters
- Excellent communication skills and ability to publicly encourage support through presentations and public engagement.
- Excellent IT skills
- Commitment to Bath Cats and Dogs Home's values and a working style that reflects these
- Ability to work varied hours, including some evening and weekend commitments.

**Experience - Desirable**

- Experience of using Raisers Edge
- An understanding of animal welfare issues in the UK

**4. Organisation**

Bath Cats and Dogs Home, operated by RSPCA Bath & District Branch

**5. Job Context**

Work is carried out within general guidelines in accordance with the RSPCA Licensing Scheme and other relevant Branch policies and procedures. Field officer audit reports provide additional general guidance

**6. Additional information**

- Full driving license and access to a vehicle is beneficial
- Ability to work varied hours, including some evening and weekend commitments. Some working from home is possible as agreed with line manager.
- Commitment to Bath Cats and Dogs Home's values