



JOB DESCRIPTION

Job Title: Corporate Partnerships Manager

Department: Fundraising and Trading

Reports to: Head of Fundraising and Trading

Responsible for: Community and Corporate Partnerships Fundraiser

Location: Bath, United Kingdom (Hybrid – 2 days per week office presence)

Hours: 37.5 hours per week

Bath Cats and Dogs Home, has a vision of a world where all animals are treated with kindness and compassion. We believe that every cat and dog should have the opportunity to enjoy a healthy life and a happy home. So from advice and support, to rescue, rehabilitation and rehoming, we exist to positively transform the lives of pets and their owners.

1. Purpose of the job

In this role, you will be responsible for developing our Corporate and Community Giving portfolio, growing, and maintaining strong relationships with donors and maximising income generation through a range of fundraising activities.

You will play a key and critical part in the Fundraising Team collaborating with the communication team, our retail team and our Head of Fundraising and Trading. You will work with businesses who have already chosen to support Bath Cats and Dogs Home, whilst also generating support from new businesses. You will be passionate about animal welfare and can inspire, motivate and empower those around you.

You will often be the face of the charity in the community, delivering fundraising talks and attending networking events, as well as managing income streams forecast to raise £150,000 this year and with growth plans going forward.

With a proven track record of success in corporate fundraising, you will be executing both acquisition and retention strategies, plus working with budgets and meeting income targets. Additionally, you will develop and implement effective stewardship programs as well as a having comprehensive understanding of fundraising practices, trends, and regulatory requirements.

2. Principle tasks

- Work with the Head of Fundraising and Trading to develop and agree a suitable strategy for Community and Partnership Fundraising.

- Successfully line manage the Community and Corporate Partnerships Fundraiser 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.
- Working with the Community and Corporate Partnerships Fundraiser to deliver our existing portfolio of BCDH led events and ensure we have attractive products for our supporters to participate in.
- Meet and improve year on year fundraising targets from Community and partnership engagement, with a focus on continuous improvement, ensuring successful financial outcomes and the recruitment and retention of new supporters.
- Identify businesses and third parties based within our agreed regional boundaries to generate financial support and donations for the Home including COTY schemes, employee fundraising and sponsorship opportunities. This will include researching suitable partners, generating compelling cases for support, researching affinity and providing excellent relationship management.
- Manage charity of the year schemes, the sponsorship of our activities, employee fundraising, corporate volunteering days at the Home and in-store activities.
- Manage the Home's established key corporate fundraising partners, building successful and sustainable relationships.
- Be a public face of BCDH through networking in the local community to identify new partnerships, third party opportunities and presenting a strong case for support
- Working with the Community & 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.
- Work with the Communications team to deliver effective marketing strategies and first-class supporter communications to recruit and retain supporters.
- 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 community and partnerships support to inform an optimum communications plan and develop resources in order to strategically retain support and increase lifetime value.
- Prepare detailed information on Community and Partnerships 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) Professional/Technical Qualifications/Skills:

- Excellent IT skills ideally including regular use of CRM database

b) Competence/ Experience:

Experience – essential

- Experience of raising significant income ideally through companies, or community and events activities.
- Experience of line management or volunteer management
- Experience of on and offline marketing to ensure supporter recruitment and financial targets are met.
- Experience of horizon-scanning and identifying funding opportunities
- Demonstrable experience of managing relationships with fundraisers and corporate supporters
- 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
- Experience of researching and writing proposals and applications for funding

4. Organisation

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

5. Additional information

- Ability to work varied hours, including some evening and weekend commitments.
- Commitment to Bath Cats and Dogs Home's values