

**Job Description**

**Title: Corporate Relationships Lead**

**Location: Cardinal Close/Hybrid**

**Reporting to: Head of Fundraising & Lottery**

**Responsible for:**

**Grade: R - £29, 802**

Our Vision

Our vision is a world where dying with dignity, compassion and having choices is a fundamental part of a life

Our Mission

Our mission is to ensure all individuals facing the end of their life in Lincolnshire receive dignified, compassionate care when they require it and where they ask for it.

Our Values

Aiming High

We reach for excellence and set the standard for others to follow. Celebrating individual and collective success and actively looking for ways to be even better.

Being Courageous

We push boundaries and provide challenge - standing up for what is right and supporting others to make a difference across all aspects of our work.

Working Better Together

We recognise the power of community; building connections and relationships which help us make a positive contribution. Respecting and valuing all contributions - we are ONE team, united and inspired by our common purpose.

Having Heart

People are at the centre of all we do. We’re proud of our ability to work in tough situations with resilience, empathy and kindness.

Doing It Right

We are ethical, honest and use resources respectfully. Taking responsibility for our actions and doing what we say we’ll do - we challenge others to do the same.

**Job Purpose**

The Corporate Relationships Lead is an exciting and vital role in the Fundraising and Lottery team. You will work closely with the Head of Fundraising and Lottery to develop a strategic approach with the primary aim of significantly increasing our income generation from the corporate world, against the challenging economic climate we now operate in.

You will:

* have the business development skills and expertise to devise and deliver our corporate strategy with a focus on growth, by proactively building a new business prospect pipeline, and delivering uplift through existing corporate relationships, galvanising support through a diverse and developing portfolio of activity to support the Charity’s Trust wide Organisational Strategy.
* have an ability to inspire, motivate and empower those around you, including the Fundraising & Lottery team and wider Trust teams to not only maximise income from existing supporters but also drive the acquisition of new support to achieve and grow annual targets.
* develop and maintain your own portfolio of the larger corporate relationships with a focus on those businesses who will actively raise £5k or above from their charity partnership, direct cash sponsorship, gifts in kind, purchasing our educational courses etc.
* be committed to the Hospice’s vision, values, and behaviours, with an ability to communicate and engage with a wide range of colleagues, supporters and external contacts. You will also be experienced in the world of Business Development/Corporate Fundraising, with ample knowledge and a great track record of securing impactful corporate support.
* adapt to the growing needs of the Trust, with priority given to those projects which are identified in collaboration with the Head of Fundraising & Lottery for the need of external support.

**1. STRATEGY & BUSINESS LEAD PLANNING**

1.1 Undertake a thorough review of existing corporate donors, identify gaps and priorities with the aim of developing in conjunction with the Head of Fundraising & Lottery a robust corporate strategy to set and deliver the targets, key performance indicators, reviewing internal practices to ensure our continued growth of corporate relationships and income contributing to the Organisational Strategy of the Trust.

1.2 Design and deliver new corporate relationships including Charity of the Year, CSR opportunities, fundraising initiatives across the county, working with the wider Fundraising & Lottery team and teams across the Trust to maximise and grow both engagement and income.

1.3 Plan and deliver a range of events to engage existing and potential corporate supporters, to help raise awareness and funds, and facilitate networking opportunities to build and strengthen relationships.

**2. CORPORATE INCOME GENERATION**

2.1 Responsible for generating income of circa £150,000+ per annum. Build corporate support and income through company donations, sponsorship opportunities, employee fundraising, taking part in Hospice led events and initiatives, corporate giving, and volunteering.

2.2 To support the Income Generation Strategy for 2024-29 to achieve the Charity growth plan; you will conduct market research and analyse corporate giving trends to target the right companies to generate income.

2.3 To advise and support our Fundraising Team Leader and Community Fundraisers with sound knowledge of this niche area of income generation enabling them to contribute to the corporate strategy and income targets through working with smaller corporates (Up to £5k) to ensure fluidity and consistency in the advice, guidance and support offered to local businesses.

2.4 To advise corporate supporters of the tax benefits they can derive in supporting the Charity.

2.5 To lead on the development of payroll giving working closely with Head of Fundraising & Lottery, Supporter Care Team Leader, and Finance team.

**3. MANAGEMENT INFORMATION & REPORTING**

3.1 Track, analyse and report on financial data and fundraising results in relation to the corporate activity and measure, manage and report performance using agreed performance measures for review by the Head of Fundraising & Lottery to ensure that all financial & non-financial targets are achieved.

3.2 Ensure all corporate data is maintained up to date on the Charity’s CRM system and proactively analyse and use this data to identify trends, inform future activity and measure progress against KPI’s.

3.3 To adhere to the charity’s financial systems, GDPR and other policies & procedures.

**4. BUSINESS RELATIONSHIPS & STEWARDSHIP**

4.1 Build strong long-term relationships with prospective and current corporate supporters; Maintain, nurture, and foster these to ensure the retention of the existing portfolio, providing excellent account management to maximise income of those corporate supporters with a value of £5k and above.

4.2 You will develop innovative methods of engagement, fundraising and campaigns that capture the attention of corporate donors and differentiate St Barnabas from others.

4.3 Develop and implement effective donor stewardship plans for corporate supporters and develop strategies for new supporters that come on board, ensuring all donors are thanked, valued, and fed back to.

4.4 Carry out due diligence on prospective business relationships to assess potential reputational risk to the Hospice.

4.5 Devise bespoke, innovative and compelling proposals and pitches that have the power to persuade, motivate and inspire, whilst also delivering clear, concise messages: ultimately securing multiple new corporate partnerships for the Hospice each year.

**5. NETWORKING**

5.1 You will use your strong business development experience in line with the charity values and brand guidelines to represent St Barnabas at a wide variety of business networking events, corporate functions and in the local community which will require public speaking.

5.2 To be prepared to work flexibly and sometimes in the evening and weekends to fulfil the role.

5.3 Ability and willingness to travel throughout the region to attend meetings, supporters and charity fundraising events.

**6. ADMINISTRATION**

6.1 Be able to complete administration duties relevant to the post to ensure that you can carry out the role appropriately and effectively, including the maintenance of records, the receipt and expenditure of funds and the development of the St Barnabas’ CRM system.

**7. FUNDRAISING BEST PRACTICE**

7.1 Ensure that corporate fundraising and activity complies with all relevant codes and charity/fundraising legislation including the Code of Fundraising Practice, GDPR and industry best standards.

7.2 To be the first point of contact for advice and support for those in the Fundraising & Lottery teams and across the Trust to ensure compliance with legislation and Regulations in relation to corporate activity and to ensure our corporate supporters are adopting best practice in their support for the Charity.

7.3 Lead by example and ensure that behaviour is in line with the Core Values of the Trust.

7.4 Maintaining the trust and reputation of St Barnabas is paramount. You should adhere to ethical fundraising practices and ensure transparency in your interactions with corporate donors, partners, and volunteers.

**8. CROSS-ORGANISATIONAL WORKING**

8.1 To build, develop and maintain close relationships and work alongside other Departments across the Trust for example the Education team through a collaborative approach to ensure that the Fundraising and Lottery team use every opportunity to work together to achieve common objectives and maximise fundraising opportunities.

8.2 Work collaboratively with other Income Generation teams to promote activities and support with stewarding supporters across all streams.

8.3 To assist the wider fundraising team with other fundraising initiatives when required.

**9. EDUCATION AND PROFESSIONAL DEVELOPMENT**

9.1 To maintain a current knowledge of changes in legislation affecting charities and carry out fundraising activities in line with the Fundraising Regulator Code of Fundraising Practice.  
  
 9.2 To be responsible for your personal development, watching relevant webinars, podcasts, accessing written resources.

9.4 To ensure that a positive image of St Barnabas is always projected.

9.5 To contribute to organisational effectiveness through positive teamworking.

9.6 Be a proactive and constructive member of the team and work collaboratively with other staff across the Trust.

9.7 Actively participate in the staff one to one, appraisal schemes and be committed to training and development in line with the Charity’s vision, mission, values, aims and objectives.

9.8 Attend and contribute to team meetings and 'away days' and be an active, invested member of our team.

**10. GENERAL DUTIES AND RESPONSIBILITIES**

10.1 All St Barnabas employees are required to abide by the Health and Safety at Work Act, attend annual mandatory training sessions and ensure that they comply with Hospice policies and procedures at all times.

10.2 Employees must demonstrate commitment to their own personal development and are required to make a positive contribution to fundraising and raising the profile of the Hospice, locally and nationally.

10.3 Strict confidentiality applying to all aspects of Hospice business must be observed at all times.

10.4 To carry out any other duties as appropriate to the role and as required by Line Management.

**Fire Marshal - please consider the required number of fire marshals needed within your work area and include the following duties should this position be required to fulfil the Fire Marshal role.**

**Health and Safety Representative - please consider the required number of health and safety reps needed within your work area and include the following duties should this position be required to fulfil the Health and Safety Officer role.**

**ADDITIONAL DUTIES**

All employees of the St Barnabas Hospice Trust (Lincolnshire), St Barnabas Promotions Ltd. and St Barnabas Shops Ltd., all hereafter referred to as employees of “the Trust”, are expected to comply with the general duties detailed below:

* **Infection Control and Prevention**

All employees of the Trust are required to:

* Maintain a clean and safe environment, minimise risks of infection, report infection control issues of concern to their line manager and attend mandatory infection prevention training.
* Work in accordance with their local infection control procedures and in adherence to the Code of Practice for the Prevention and Control of Healthcare Associated Infection as outlined in the ‘Health and Social Care Act 2008’.
* **Safeguarding Children, Young People and Vulnerable Adults**

The Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All staff and volunteers are therefore expected to behave in such a way that supports this commitment. For further details please refer to the 'Safeguarding Vulnerable Adults Policy and Procedure' and to the 'Safeguarding Children Procedure'. Should you have any concerns about any child or vulnerable adult that you encounter in the course of your St Barnabas duties, please report these to your line manager and / or to the Family and Carers Support Services team.

* **Health & Safety**

All employees are responsible and accountable for ensuring that:-

* They work safely in accordance with any relevant and appropriate training, safe systems of work, procedures and/ or rules in force in their workplace.
* They co-operate with the Trust in matters of health and safety and take care of their own health and safety and do not endanger other by their acts or omissions
* They wear and use, at all times, the appropriate personal protective equipment provided and use all safety devices, guards etc. provided to make safe any plant and equipment.
* They immediately report defective equipment /machinery onto the Trusts maintenance helpdesk system, and isolate the equipment so that it cannot be used. Once the situation is safe then the line manager must be informed.
* They immediately report any unsafe acts or conditions using the Trusts dedicated reporting system and bring it to the attention of their line manager.
* Report any ongoing unsatisfactory responses of maintenance or safety issues to the Health and Safety Manager.
* Maintain their working and welfare environment in a clean and tidy condition.
* Whilst the aim of the Trust is to promote a co-operative and constructive view of Health & Safety, all staff must be aware that a wilful or irresponsible disregard for safety matters may give rise to disciplinary proceedings.
* **General Policies, Procedures and Practices**

All employees of the Trust are expected to comply with all Trust policies, procedures and practices and are responsible for keeping up-to-date with any changes to these.

* **Duty of Candour**

All employees of the Trust are required to:

* Be honest, open and truthful in all their dealings with patients and the public and ensure that organisational and personal interests are never allowed to outweigh the duty to be open, honest and truthful.
* This supplement to your job description should be regarded as an additional guide to the duties you are required to perform and is not intended to be definitive or restrictive in any way and does not form part of the contract of employment.

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This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between post holder and employer.

**Person Specification**

**Role:**

**Accountable to: Head of Fundraising & Lottery**

**E** - Essential **D** – Desirable

**Education and Qualifications**

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| --- | --- |
| * Educated to degree level or equivalent qualification or experience in Fundraising/Business Development of at least 2 years – E |  |
| * Training in Fundraising with a specific interest in Corporate Fundraising D |  |
| * Fundraising qualification - D * Willingness to undertake training and personal development; aspiring - E |  |
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**Knowledge and Experience**

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| --- | --- |
| * An understanding of hospice fundraising - D |  |
| * Knowledge of charitable giving across companies throughout Lincolnshire - D |  |
| * Understanding of Corporate Social Responsibility -E |  |
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**Personal Skills and Experience**

* Excellent verbal and written communication skills which delivers concise, powerful analysis and recommendations - E
* Ability to communicate and interact with people at all levels to build and develop corporate relationships to articulate the mission and values of the Hospice clearly and persuasively to potential donors. - E
* Excellent organisational skills and ability to prioritise demanding workloads to meet deadlines under pressure and work well within a team whilst maintaining a positive, friendly, calm, professional and helpful disposition. – E
* Proven negotiation, persuasion and influencing skills to effectively secure sponsorship deals, donation amounts or partnership terms – E
* Demonstrable experience of proactively pitching for new business E-
* Excellent relationship management skills with an ability to research and analyse potential new supporters - E
* Ability to demonstrate a collaborative approach and promote partnership working across different departments within the Hospice - E
* Ability to develop and motivate individuals and groups of volunteers.- E
* Confident, positive, creative thinker - E
* Evidence of strong research and analytical skills – the ability to identify potential corporate donors and understand their priorities and interest. E
* Evidence of strong Project Management skills to manage multiple fundrasing campaigns or events simultaneously to ensure that fundrasing initiatives are executed effectively and efficiently - E
* Team working skills able to recognise and support colleagues at peak activity points and be accepting of a reciprocal response - E
* Excellent knowledge of all areas of Income Generation, in particular alternative Fundraising streams – D
* Must be flexible and be prepared to work outside normal office hours. - E
* Considerable travel involved. Ability and willingness to travel independently throughout the county/ region to meet with businesses, attend charity fundraising events. on a regular basis – E

**Job Description Agreement**

I declare that I have read the Job Description and Person Specification and confirm that this is an accurate and fair description of the role.

**Signature Date**

**Job Holder:**

**Line Manager:**