Job Description and Person specification

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| **Job title** | Corporate Relations Manager |
| **Date reviewed** | June 2017 |
| **Purpose** | To manage RedR’s corporate fundraising stream, including account management, new business, special events and challenge events fundraising. |
| **Responsible to** | Fundraising & Communications Director |
| **Responsible for** | Corporate & Events Coordinator, Fundraising Officer |
| **Working with** | CEO, Senior Management Team, Trustees, colleagues within the Fundraising & Communications department, RedR staff, corporate supporters and prospects (including senior executives), fundraisers, suppliers and other external contacts as necessary |
| **Location** | 250a Kennington Lane, London, SE11 5RD |
| **Post** | Full-time |
| **Period** | Permanent |
| **Grade** | 5.1 |
| **Salary** | £37,541.00 gross p/a |

# RedR and the work we do

Every year, millions of people around the world are affected by natural disasters and conflict. RedR UK is an international humanitarian charity which provides vital training and technical support to humanitarians, equipping them with the skills and knowledge to prepare for, respond to and recover from natural and man-made disasters. Our expert support ensures that those responding to humanitarian crises have the skills to do so safely and effectively and that communities won’t be beaten by disasters.

We train thousands of people each year in topics ranging from emergency shelter to safety in the field and from project management to essential water and sanitation skills. RedR has hubs in the UK, Kenya, Sudan and Jordan, and last year worked in 55 countries, reaching 7,400 people.

Since our founding in 1980, we've responded to many of the major disasters the world has faced, including the 2004 tsunami, the 2010 earthquake in Haiti, the recent Ebola outbreak, and the ongoing Syrian crisis.

**About The Role**

This role is an exciting opportunity for a dynamic and ambitious corporate fundraiser to develop and deliver RedR’s corporate and events activities, taking responsibility for over £600,000 of mainly unrestricted income annually, and a range of over 25 global professional firms.

A key member of our award-nominated Fundraising and Communications team, you will be responsible for managing and developing RedR’s key corporate accounts – made up of global firms from the engineering and insurance sectors - as well as building a pipeline of new business opportunities to diversify and grow our supporter base. The role also oversees RedR’s annual ‘Wear Red for RedR’ day, all challenge and special events income, including our involvement in external industry events such as the British Constructions Industry Awards, RedR events such as our annual supporters’ drinks reception, hosted by HRH The Princess Royal, and placed events such as the London Marathon, through line management of two skilled and motivated team members.

RedR has a long history of success with major international firms, including Arup, AECOM and JLT, many of whom are long term partners, and these relationships have significant profile within the charity. This role is a fantastic chance to build on engagement, maximising fundraising through our unique portfolio of activities and developing commercial opportunities such as our brilliant disaster relief workshops. The post holder will also build relationships at all levels – from graduate to senior management to achieve success.

It’s an exciting time to join RedR as we develop a new organisational strategy to ensure we can meet the changing needs of the humanitarian community across the globe. Corporate fundraising is a key part of this offering and the post holder will play a vital role in both the fundraising team and wider staff base – working closely with RedR’s CEO, senior management team and trustees, in addition to our programmes teams in the UK and overseas.

This unique role offers a huge amount of scope and autonomy to an ambitious candidate who is looking to lead on partnership development, innovate to achieve success and really make the role their own. The right candidate will be able to communicate RedR’s work to new audiences, think laterally about fundraising opportunities, and will enjoy being part of a unique organisation with a reach far beyond its size.

# Job Description

**Main Duties and Responsibilities:**

* To manage and develop RedR’s relationships with our corporate Patrons & partners and professional institutions, meeting or exceeding fundraising targets while remaining within agreed expenditure limits
* To research, approach and secure new corporate support for RedR through mechanisms such as (but not limited to) the Patrons scheme, corporate donations, employee engagement, volunteering, payroll giving, external events and Charity of the Year
* To prepare pitches, presentations and proposals for new prospects and to ensure the retention of existing support
* To support the CEO in preparation for meetings with senior level contacts and to follow up actions identified and to attend these meetings where appropriate
* To develop and deliver a number of engagement opportunities for corporate supporter employees, and to build on existing awareness and involvement. This includes regular visits to supporter offices across the UK to make presentations to staff and working with staff teams on fundraising plans
* To develop and deliver our range of unique disaster relief challenges to bring in new business and funds
* To work with appropriate colleagues to promote RedR training, programmes and projects to the corporate audience
* To work closely with the Communications team to report back to corporate partners on the impact of their support on RedR’s work around the world.
* To oversee the development and delivery of our special and challenge events portfolio, often taking an active role in its delivery. In particular to devise guest lists for special events, secure event sponsorship from corporate partners, and to decide on our challenge events offering – promoting these to corporate partners.
* To oversee RedR’s annual Wear Red for RedR fundraising day in February, and develop and deliver marketing and recruitment strategies to maximise income.
* To line manage 2 members of staff, setting and monitoring work plans, motivating and supporting them in their work and ensuring their professional development
* To oversee aspects of fundraising administration and to work with the Fundraising and Communications Director to ensure high standards of supporter relations
* To set, monitor and forecast accurate income and expenditure budgets and issue reports and reforecasts as required
* To keep comprehensive records of activities, ensuring a correspondence trail and ensure that the database is up to date

**Other**

* To work occasional weekends and evenings where necessary
* To deputise for the Fundraising and Communications Director in relation to Fundraising activities where required
* Any other reasonable tasks or duties as required by the line manager or organisation
* As RedR UK is a member of the Humanitarian Accountability Partnership (HAP), all staff are required to demonstrate accountability in their duties and responsibilities and to conduct their behaviour according to the requirements of HAP

# Person Specification

**Essential**

* Significant experience of managing six- figure partnerships ideally in corporate fundraising capacity
* Proven experience of winning new and multiyear partnerships
* Proven experience of building long-term relationships with senior stakeholders both internally and externally
* Significant experience of working and presenting a wide range of financial KPI’s
* Confidence in forging relationships over the phone, email and face to face
* Excellent presentation and pitching skills and experience in presenting to high level contacts
* Excellent written skills, including experience of preparing proposals and case for support
* Experience of managing and promoting challenge events and special events to corporate and other supporters
* Line management experience
* Organised/planned approach with excellent attention to detail An enterprising, goal-oriented and can-do attitude with good commercial acumen
* Demonstrable understanding and/or sympathy of the issues surrounding humanitarian relief
* A commitment to the mission and mandate of RedR UK, and a desire to help us grow
* Fluency in spoken and written English
* Computer literate with excellent MS Office Skills and good database skills
* Ability and willingness to work evenings and weekend events and to work extended hours in the event of the launch of an Emergency Appeal

**Desirable**

* Experience of working in the international development or humanitarian sector
* Knowledge of the engineering/construction or insurance sector
* Marketing experience
* Experience of using Salesforce database