Sands

Application Information

**Senior Corporate Partnerships Fundraiser**

**About Sands**

Sands, the stillbirth and neonatal charity, is a well established and widely respected national charity that:

* Supports anyone affected by the death of a baby
* Works in partnership with health professionals to ensure that bereaved parents and families receive the best possible care
* Promotes and funds research and changes in care that could help to reduce the loss of babies’ lives.

Over 30 years ago the devastating impact of the death of a baby on the mother and father was neither widely understood nor acknowledged. For many parents it felt as if their baby had not existed and did not matter. Sands was established in 1978 to change that perception.

Since that time Sands has supported many thousands of families whose babies have died, offering emotional support, comfort and practical help. Working in partnership with health professionals and service providers, Sands has played a lead role in transforming the culture and practice of perinatal bereavement care in the UK.

Whilst the way in which parents and families are cared for and supported has substantially changed, the tragic reality is that large numbers of families continue to be devastated by the death of a baby. In the UK, in spite of medical advances, around 5,700 babies are stillborn or die within the first 28 days of life every year.

Bereavement support for parents who’ve lost a baby and working in collaboration with health professionals, remains at the core of everything that Sands does. But Sands also aims to ensure that there are fewer bereaved parents to support.

Find out more about our work: www.uk-sands.org

Sands Benefits

**Annual leave**

Staff receive 28 days annual leave plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

**Employee Assistance Service**

At times staff members may face and need help with a variety of issues throughout their lives and as part of the commitment to staff members we provide an independent and confidential counselling and information telephone service, free of charge. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

**Season ticket loan**

Permanent Head Office based staff are offered the opportunity to take an interest free loan to purchase season tickets for the journey between home and work. Available after a qualifying period.

About the role

This is a key position within an expanding Fundraising and Communications team. The postholder will work alongside the Head of Fundraising and Communications to develop the organisation’s corporate fundraising strategy. The role will primarily develop relationships with a pool of current corporate supporters and account manage unsolicited requests from companies. The role will involve working closely with staff across the organisation to develop compelling corporate packages of support.

The postholder will be a first class fundraising professional, with excellent writing, interpersonal and organisational skills. They will be used to working with a variety of corporate donors, and be able to carefully manage and develop relationships for the benefit of the organisation. They will be able to work on their own initiative, and also as part of a team, responding flexibly to demands placed on the team and the department.

Job Description

**Job Title:** SeniorCorporate Partnerships Fundraiser

**Responsible to:** Head of Fundraising and Communications

**Location:** Sands Head Office, 28 Portland Place, London, W1B 1LY; or home based with regular visits to the Head Office.

**Contract:** Permanent

**Salary:**  £29,650, Plus LWA of £3,350 if applicable pro rata to 4 days per week (£23,720, Plus LWA of £2,680 if applicable)

**Hours:** 28 hours per week (9.30 to 5.30pm)

**Purpose of role**

To support the Head of Fundraising and Communications in implementing Sands’ corporate strategy, with responsibility for developing and growing the corporate funding portfolio. To achieve a personal income target of £200,000 in 2015/16 and develop opportunities for additional funding in the current and future financial years. This target will form a critical part of the overall fundraising team budget to raise over £2 million in 2015/16.

**Key Responsibilities**

**Corporate Fundraising: Account management**

* Provide excellent account management to the current corporate portfolio with appropriate stewardship.
* Plan and co-ordinate corporate fundraising donor journeys including the best timings for: proposals, meetings and reports.
* Support employee fundraising activities with corporate partners offering advice and encouragement to staff members through a co-ordinated approach.
* Write compelling, bespoke communications for companies, working closely with project and finance teams to gather information, and maintain high standards of accuracy at all times.
* Ensure annual plans of fundraising activities are in place for all corporate partners.
* Take an innovative approach to achieving income targets, looking at new approaches to corporate fundraising.
* Research and develop new business opportunities within existing and new accounts.
* Ensure appropriate contracts or letters of agreements are in place for all corporate partners.

**Corporate Fundraising: Unsolicited requests**

* Work with the fundraising team to ensure that all unsolicited approaches from companies are responded to in a timely manner.
* Effectively account manage and build relationships with these new corporate supporters.

**Cross-team working**

* Work with internal Sands teams to identify opportunities for corporate fundraising, adding value where necessary.
* Liaise with other Sands internal teams as necessary in the preparation of proposals, meetings and communications to companies.
* Support the fundraising team on key accounts where necessary including preparing and delivering pitches and proposals.

**Corporate Fundraising: Additional**

* Keep up to date with sector knowledge regarding corporate fundraising techniques, resources and donor trends and share knowledge with colleagues across Sands where relevant.
* Keep accurate, up-to-date records in the ThankQ database and shared drive of plans and communications in compliance with data protection legislation and best practice.

**Managing Stakeholders**

* Develop relationships with current external stakeholders, and identify and cultivate relationships with new ones in a variety of ways including by phone, in writing and face to face meeting as appropriate.
* Actively seek stakeholder involvement, engagement and feedback, using information gained to have a positive impact on their work and the projects they are delivering.
* Proactively build strong relationships with internal stakeholders, involving them in an appropriate way to ensure long term positive outcomes.

**General**

* To undertake other duties as required by the Head of Fundraising & Communications, Fundraising Manager and Board of trustees from time to time.
* To work flexibly and proactively with other members of the team.
* To maintain confidentiality over personal information relating to staff.
* Abide by all Sands Policies and Procedures.
* Undertake all mandatory training as required.
* Participate in annual appraisal and personal development review.
* The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.
* Promote the Sands vision and values at all times.

This Job Description is not contractual and is liable to change over time.

Person Specification

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| **Importance** | **Criteria** | **Assessment** |
| Essential | Relevant experience in a similar role achieving five and six figure gifts from companies | Application and interview |
| Essential | Ability to write engaging communications for companies | Test, application and interview |
| Essential | Experience of developing and maintaining positive relationships with companies | Application and interview |
| Essential | Effective verbal communication both on the telephone and in person with companies | Application and interview |
| Essential | Experience of planning and co-ordinating fundraising donor journeys for companies | Application and interview |
| Essential | Excellent understanding of account management of companies | Application and interview |
| Essential | Experience of prospect research using a variety of tools and techniques | Application & interview |
| Essential | Experience of developing and implementing corporate strategies | Test, application and interview |
| Essential | Ability to cope with demanding situations and work to tight deadlines | Application and interview |
| Essential | Strong IT skills including the use of basic software | Application and interview |
| Essential | Good interpersonal skills and ability to promote and develop team work | Application and interview |
| Essential | Strong organisational skills | Application and interview |
| Essential | Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK | Application and interview |
| Essential | Empathy with Sands and its aims | Application and interview |
| Essential | Degree level or equivalent | Application |
| Desirable | Ability to manage budgets for discrete projects and negotiate | Application and interview |
| Desirable | Familiarity with fundraising databases | Application and interview |
| Desirable | Financial literacy of charitable accounts | Application and interview |
| Desirable | Good understanding of the voluntary sector, including funding issues | Application and interview |
| Desirable | An understanding of maternity, health care policy and practice across the UK | Application and interview |