



JOB DESCRIPTION

CORPORATE FUNDRAISER

REPORTS TO: UHCW CHARITY DIRECTOR

37.5 HOURS (PART-TIME CONSIDERED)

SALARY RANGE: £26,000 - £31,500
DEPENDENT ON EXPERIENCE

JOB PURPOSE

To coordinate and proactively develop corporate fundraising activities for UHCW Charity through engagement with local and regional businesses, UHCW NHS Trust wards and departments, patients and their families and through donor-led relationship management with new and existing supporters. Working with these groups and individuals to help UHCW Charity to grow its corporate fundraising income and local profile

PRINCIPAL OBJECTIVES

- To manage corporate fundraising for UHCW Charity, ensuring appropriate co-ordination across different fundraising activities and delivering agreed annual income targets
- Working with the UHCW Charity Director to develop annual plans and budgets for corporate fundraising
- To implement a stewardship programme to engage existing donors as repeat supporters
- To research, identify and recommend new potential business relationships or other opportunities for UHCW Charity to increase fundraising income
- To recruit and manage a UHCW Charity Business Group
- To represent UHCW Charity at events, meetings and networking opportunities

DUTIES AND RESPONSIBILITIES

FUNDRAISING

- Develop a programme of opportunities for our current corporate supporters to support UHCW Charity to include campaigns and annual events
- Engage corporate supporters through face to face meetings, presentations and phone calls to inspire them to support the Charity
- Provide support, advice and resources to corporate supporters to ensure that they have the resources to maximise their fundraising for UHCW Charity
- Communicate impact, share approved case studies, updates and engage corporate supporters in activities to strengthen their relationship with UHCW Charity

STEWARDSHIP

- Contribute to the fundraising team's effective stewardship of donors
- Deliver timely and personalised thank you letters, blogs, social media posts and relevant PR for all donations received from corporate donors
- Deliver effective and timely pre and post-engagement communications
- Follow up on and deliver actions discussed during corporate supporter meetings
- Identify and establish new relationships by researching and capitalising on local business networks
- Engage with and report regularly to corporate supporters, organising opportunities to volunteer for employees
- Ensure UHCW Charity meets the requirements of any donation, including offering supporter visits, recognition opportunities, PR and updates

DATABASE - HARLEQUIN

- Maintain accurate and up-to-date records of relevant supporter consent and communications
- Maintain accurate and up-to-date records of opportunities, relationships and contacts
- Maintain accurate and up-to-date records of pledges, donations, volunteering, gifts in kind and acknowledgments

ADMINISTRATION

- Produce reports, and other information for the UHCW Charity Director
- Follow up enquiries, meetings and presentations and check on progress to ensure outcomes can be monitored
- Work closely and effectively with the fundraising team to gather and collate information that enhance UHCW Charity's case for support and ensure that opportunities are not missed

FINANCE

- Working with the Community & Events Fundraiser, contribute to budget preparations by providing supporter target lists and anticipated income to the UHCW Charity Director
- Liaise with the Charity Administrator to ensure that all donations are acknowledged and coded correctly

RELATIONSHIPS

- Build good relationships with donors and provide an excellent level of supporter care
- Establish and maintain high quality relationships across University Hospitals Coventry and Warwickshire and Coventry and Warwickshire Partnership Trust

OTHER

- A willingness to travel and work flexibly in line with supporters' requirements (flexible working hours are essential for this role, with some evening and weekend working required)
- Operate within Charity Law, GDPR and the Fundraising Regulator Guidelines

ESSENTIAL WORK SKILLS

- Ability to present information to senior managers and employees clearly and concisely
- Exceptional communication skills: written, face-to-face and on the phone
- Outstanding organisation skills and the ability to manage multiple tasks at one time
- Exemplary interpersonal skills and the ability to communicate with a wide range of people
- The ability to solicit and develop support for UHCW Charity from a wide variety of corporate stakeholders
- Good level of computer literacy particularly Excel, Outlook, Word, PowerPoint and customer relationship databases

PERSON SPECIFICATION

ESSENTIAL

- Minimum 1 year's experience in corporate fundraising or in a corporate sales environment with a proven track record in account management, building and developing working relationships and effectively networking
- Emotionally intelligent with strong empathetic and social skills in order to relate to a wide variety of people and to develop effective networks
- A positive can-do attitude with the ability to deliver excellent work under time pressure
- Confident, cheerful with a friendly disposition and able to work as part of a team
- Sensitivity when dealing with donors, patients and with families who have been bereaved
- A flexible and positive attitude to work
- Full, clean driving licence and availability of a car for business use

DESIRABLE

- Experience of working in the charity sector
- Awareness of current issues in the charity sector and the NHS

GENERAL

- In this role, the post holder will be required to adhere to all UHCW Charity policies including Equality and Diversity, Safeguarding, and Health and Safety
- Work flexibly and undertake activities as the role requires and as instructed by the UHCW Charity Director