



- Job title:** Head of Philanthropy and Partnerships
- Working base:** DEC Secretariat Office, Tavis House, Tavistock Square, WC1H 9NA
- Reporting to:** Director of Fundraising and Marketing
- Direct reports:** Philanthropy and Partnerships Officer
- Salary:** £45,000 per annum
- Contract status:** Full time, permanent

## Introduction

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 14 of the UK's leading humanitarian agencies: Action Against Hunger, ActionAid, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, Oxfam, Plan UK, Save the Children, Tearfund and World Vision.

Since it was founded in 1963, the DEC has run over 70 fundraising appeals and raised more than £1.6bn to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio and an increasing number of digital channels.

The majority of DEC funds are raised over an intensive two week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and is responsible for the day-to-day running of the DEC. There are currently 23 permanent staff and a small number of dedicated volunteers, working together to promote the values of dynamism, openness, collaboration, empowerment and innovation.

## Role purpose

The Philanthropy and Partnerships Manager is responsible for managing and developing relationships with corporate partners, major donors and trusts. This post is a key part of the



DEC's fundraising strategy to enable the DEC to increase support and income over the coming years from these relationships.

The DEC has established relationships with key corporate partners who are part of our Rapid Response Network (RRN), including HSBC, RBS, PayPal, British Airways, Morrisons, The Coop, Greggs and many more. The RRN supports the DEC in times of an appeal by engaging their stakeholders in the appeal and/or enabling the DEC to increase our engagement with the public. The post holder will be expected to manage and develop some of these corporate partnerships directly, as well as identifying, researching and engaging new corporate partners with a view to supporting DEC appeals and communications in line with our partnerships framework and organisational strategy.

The post holder will be expected to own, embrace and excel in the management of important partnership relationships. Simultaneously you will work thoughtfully, and in close conjunction with colleagues across the DEC, to inform the identification and rationalisation of prospect partners with the potential to deliver on the four goals of our ambitious 2019-2024 strategy.

Leveraging the support of DEC partners, Executive Team, and board, the post holder will be responsible for maturing a targeted engagement programme with the DEC's highest value individual, trust and corporate donors.

The post holder will work closely with the Director of Fundraising and Marketing, Member Agencies, and other stakeholders to develop and periodically review a DEC a high value donor strategy.

During each appeal the post holder will reach out to the DEC's corporate partners, Trusts and major donors to request their support, activating and delivering against agreed partnership plans and contractual obligations as appropriate.

Following each appeal, the post holder will manage ongoing relationships through a variety of means to retain and develop partner and donor engagement with the DEC and its vision, mission and strategy.

The purpose of the role is to:

- Develop and manage the corporate and high value donor strategies
- Develop and deliver DEC corporate partnerships and high value donor strategies including developing new initiatives for building new relationships
- Continually hone "next appeal" plans for engaging corporate partners/high value donors
- Create and develop new business opportunities for long-term, strategic, mutually beneficial corporate partnerships
- Create and develop new relationships with major donors and trusts/foundations
- Work with corporate partners, major donors and trusts to maximise funds raised during each appeal
- Work with Member Agencies directly or through working groups to ensure we optimise collaborative working and maximise income for each appeal



## **Key objectives and responsibilities**

### **Strategy, planning and budgeting**

- Develop and manage the corporate and high value donor strategies
- Develop and manage a “next appeal” plan for engaging corporate partners/high value donors
- Seek out, test and develop new initiatives on an ongoing basis
- Lead specific projects related to corporate and high value donor activities, in conjunction with Member Agency staff and/or with external consultants as appropriate
- Develop corporate and high value donor engagement plans that seek to achieve six and seven figure sums
- Major projects – manage other major fundraising projects involving RRN/Corporate partners/high value donors as and when required

### **Networking and building relationships**

- Manage a portfolio of corporate and high value donor relationships
- Build networks, develop and deliver cultivation plans
- Develop excellent working relationships with the RRN for existing and new corporate partners
- Establish and develop working groups with Member Agency equivalent staff to discuss and resolve particular challenges associated with these income streams as appropriate

### **Fundraising**

- Develop presentations, fundraising proposals, partnership plans, and donor reports as required
- During each appeal engage corporate partners and high value donors
- After appeal launch, feed back to supporters through reports, meetings and events
- Following each appeal, conduct a thorough analysis of corporate and high value fundraising to measure and report performance and develop recommendations for improving performance in the next appeal
- Maintain an interest in corporate and high value fundraising for continuous learning and improvement
- Budgeting and financial management
- Promote organisational and team values and culture in all work activities

### **Line Management**

- Line manage, support and supervise the Philanthropy and Partnerships Officer in all aspects of their role, in and out of appeal

### **Working hours and travel**

The post-holder will be required to work additional hours in response to an emergency, events held outside office hours or to extra workload. Where possible, notice of this will be given and TOIL (time off in lieu) is available. Occasional overseas visits may be required.



## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Education / Qualifications</b>	None	Formal training and/or a qualification in fundraising or marketing.  Member of Institute of Fundraising (or other relevant body)
<b>Skills / Competencies</b>	<p>Excellent communication skills both written and spoken, with the ability to write and present compelling fundraising pitches and proposals</p> <p>Excellent numeracy, budget development and monitoring skills</p> <p>Excellent planning and project management skills</p> <p>Ability to work under extreme pressure during appeals and to very tight deadlines with excellent attention to detail</p> <p>Proven ability to work effectively across a wide range of internal and external stakeholders</p> <p>Relationship building skills with corporate and/or high value donors</p> <p>Team worker and self motivator</p> <p>Competent with Microsoft Office (Word, Excel and PowerPoint)</p>	
<b>Experience / Understanding</b>	<p>A proven track record of negotiating charity corporate partnerships and/or major donor relationships leading to six or seven figure sums</p> <p>Demonstrable experience of managing corporate and major donor relationships to a high standard and leading to long-term engagement</p> <p>Experience of using a fundraising database for managing donor and corporate relationships</p> <p>Experience of event management for donor cultivation and/or stewardship purposes</p> <p>Experience of negotiating partnership contracts</p>	<p>Experience of working within the international development sector</p> <p>Experience of winning and/or managing media appeals</p> <p>Experience of using Salesforce</p>



	<p>Excellent understanding of current trends within corporate and high value fundraising</p> <p>Knowledge of the legal fundraising environment – Data Protection, Gift Aid, fundraising legislation</p>	
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