

Refugee Council

Job description



JOB TITLE:	Philanthropy and Corporate Partnerships Manager
TEAM:	Fundraising – Key Relationships (including Major Donors, Corporate Supporters and high profile individuals)
GROUP:	Fundraising and Communications Directorate
LOCATION:	Home working / Stratford, London (hybrid working, with expectation of at least three days in Stratford per week)
REPORTS TO:	Executive Director of Fundraising and Communications
LINE REPORTS:	None, but with opportunity to grow the team with scale of success
GRADE:	8
HOURS:	Full time post (35 hours per week)

Context

The Refugee Council, now in its 70th anniversary year, exists to support refugees and people seeking asylum, to rebuild their lives in the UK. We work with over 14,000 men, women and children every year – people who have fled war, oppression and violence in their home countries, and are desperately seeking safety and protection. We operate in local communities, providing critical support across our four key programme areas; Children and Young People's Services, Integration, Mental Health and Wellbeing (Therapeutic Services), and Resettlement. We also work across national and local government to campaign, influence policy and advocate for a fairer and more humane refugee protection system.

2021 is a critical year for our future and a very special moment in time to join the team. Refugees from across the globe, including Afghanistan following the tragic events this summer, will need our support to recover and rebuild their lives. But with polarised public opinion, constant media attention on this area and new Government legislation working its way through Parliament - the time to join this sector and the Refugee Council has never been more important. We need your help to empower and support people who have lost everything, alongside helping us to reach new audiences of supporters and campaigners.

Additionally, in the Autumn of 2021, we will be launching a new five year organisational strategy, which will set the direction of the Refugee Council across Services, Advocacy, Fundraising and Communications. This bold new strategy puts the key foundations of our future in place, including the prioritisation of lived experience embedded in all that we do, investing in Fundraising to deliver our resources for the long term and delivering a new approach to impact measurement.

Our Chief Executive, Enver Solomon, who joined the organisation less than 12 months ago, has bolstered our fantastic existing Senior Management Team, with a wave of new Leadership across

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Services (Renaë Mann) and Fundraising and Communications (Tamsin Baxter). We are on the brink of a new era here at the Refugee Council, and we need passionate, talented and ambitious team members to join us in order to achieve our vision for the future.

Purpose of the Job

This role will be a critical part of the fundraising management team and presents an exciting opportunity to build on the existing work in philanthropy, alongside developing our corporate partnerships programme and high profile supporter work from scratch. We have an established portfolio of committed, loyal major donor supporters who are passionate about our work. We need to expand this network, and build on the wave of fantastic support we have experienced over the past four weeks following the Afghanistan refugee crisis.

Working with key stakeholders from across the organisation, you will lead the strategic development of major donor and corporate fundraising, with a target of growing income from this area by at least 20% over the next five years.

Supported by the Executive Director of Fundraising and Communications, and working closely with the Chief Executive, you will also be responsible for delivering and creating bespoke development plans to secure increased funding from existing or new donors. You will be the key point of contact for our key Major Donors, corporate partners and high profile supporters.

To succeed you will have experience of running a Major Giving and/or Corporate Partnerships programme, with extensive experience of managing your own pool of donors as well as a track record of securing 5 and 6 figure donations from high net worth individuals or companies. You will have extensive knowledge of the major donor and/or the corporate partnerships landscape and your fundraising skills will be matched by your strategic planning and leadership abilities.

Purpose

- To maintain and grow the Refugee Council's major donor programme
- To develop a corporate partnerships programme for the charity, building on existing relationships held by the Executive Director of Fundraising and Communications, and through our employment services, alongside new business development.
- To build relationships with and maximise income/support from high net worth, companies, high profile and influential individuals
- To oversee the implementation of a new high profile strategy

Main Duties and Responsibilities

1. To take the lead in the development and implementation of the Major Donor and Corporate fundraising strategy and programme

1.1 To develop and implement the Major Donor and Corporate Fundraising strategy in consultation with key stakeholders such as the Executive Director of Fundraising and Communications, Executive Director of Services, Executive Director of Policy and Engagement, wider Fundraising Senior Management Colleagues etc. .

1.2 To meet agreed income and KPI targets.

1.3 To be responsible for budget management including budget setting, reporting, forecasting and analysis.

1.4 To provide regular reports on areas of activity, and updates on income and KPI targets and to provide briefing papers for Trustees and senior management team as required.

2. To research and identify new corporate and major donor supporters, alongside managing existing high value supporters through outstanding relationship management.

2.1 To proactively develop and manage relationships with a portfolio of major donors and corporate supporters and prospects based on bespoke and personalised cultivation programmes.

2.2 To proactively lead on strategic approaches and all communications with major donors and corporates; making full use of staff and trustees as appropriate.

2.3 To ensure major donors/corporate partners receive timely and quality reports and communications.

2.4 To develop and manage a rolling stewardship and engagement programme.

2.5 To oversee and deliver at least two cultivation/stewardship events for major donor/corporate partners per year.

2.6 To work closely with the Donor Development team to ensure successful stewardship of supporters from the individual giving programme into the major donor programme.

2.7. To work closely with the Employment Services team to ensure cross-organisational approaches to working with companies, and that opportunities for fundraising are maximised.

3. To develop and implement a research strategy for existing major donor and corporate prospects and to identify potential supporters, utilising all available research resources

3.1 Staying up to date with changing legal and best practice policies (for example data protection and research policies) that affect Major Donor giving and ensuring that the organisation is compliant.

3.2 Run an ongoing research programme to identify new prospects (major donor and corporate).

3.2 To ensure that Major Donor and Corporate work is supported by analysis of up to date records on prospects, utilising the fundraising database.

3.3 To ensure that Major Donor records, both through the database (ThankQ) and the electronic files are kept up to date, including all contact history over the period covered, research, forthcoming activities, accurate financial reporting and that personal correspondence is kept.

3.4 To undertake regular analysis and screening of the database to identify potential donors for increased donations.

4. To work across teams within the Refugee Council to develop compelling cases for support

4.1 Keep abreast of activity and projects across the organisation to identify new funding possibilities.

4.2 Work alongside the wider team to ensure a collaborative approach to large gift fundraising, including co-ordinating with Trusts team and other key stakeholders to ensure that there is minimal overlap between projects being pitched for.

4.3 Arrange visits to the Refugee Council's Regional Offices to keep up to date with their work and to keep donors in touch with the work.

4.4 Secure commitment from colleagues across the charity to support Major Donor and corporate fundraising and the overall fundraising programme.

4.5 Collate and draft compelling cases for support for distribution to key donors.

4.6 Draft and deliver a compelling and professional corporate proposition which resonates with a corporate audience.

5. To be responsible for the management of a high profile/influencer strategy

5.1 To oversee our work with a freelance VIP Liaison Manager who is supporting the Refugee Council to develop and grow our high profile relationships.

5.2. To draft and deliver a new strategy for working with high profile individuals and influencers.

5.2 To be the central in house point of contact for high profile/influencer support.

5.3 To communicate directly with the small group of high profile supporters who are already supporting the Refugee Council, where they need reporting back to or in order to assist colleagues to identify and approach potential celebrities to support Refugee Council events and campaigns.

6. Line Management

6.1 To recruit and manage volunteers as appropriate and in line with Refugee Council policies.

Additional Information

Health & Safety

The post holder is responsible for:

Cooperating with the Refugee Council in delivering all legal responsibilities in respect of your own and your colleagues, volunteers, clients and others health and safety whilst at work.

Becoming familiar with the Refugee Council's Health & Safety Policy and procedures including evacuation procedures at your workplace.

Carrying out risk assessments of your own work and especially of your own workstation to ensure that you do not expose yourself or others to unnecessary risk.

Flexibility

In order to deliver services effectively, a degree of flexibility is needed and the post-holder may be required to perform work not specifically referred to above. Such duties will, however, fall within the scope of the job, at the appropriate grade. The job description will be subject to periodic review with the post-holder to ensure it accurately reflects the duties of the job.

Equal Opportunities Statement

As part of its recruitment policy, the Refugee Council intends to ensure that no prospective or actual employee is discriminated against on the basis of race, sex, nationality, marital status, sexual orientation, employment status, class, disability, age, religious belief or political persuasion, or is disadvantaged by any condition or requirement which is not demonstrably justifiable.

Working at the Refugee Council

A commitment to the work of the Refugee Council.

Personal Effectiveness

With the support of their manager the post-holder will need to effectively manage their own workload and medium and long term plans and objectives.

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Experience

Essential

- A proven track record of substantial success in and experience of Major Donor fundraising and/or Corporate Partnerships
- Success in cultivating relationships from new and existing supporters and in securing in five figure gifts or above
- Excellent knowledge of the methodology of major gift fundraising and corporate fundraising strategies
- A successful track record in meeting challenging income targets
- Experience of managing income and expenditure budgets
- Proven ability to create bespoke, compelling cases for support at a variety of levels and to different audience

Desirable

- Experience of setting up a major donor programme and/or a corporate partnerships programme
- Experience of working with high level volunteers and/or committees to deliver major fundraising targets
- Experience of working with high profile individuals to secure non-financial gifts such as their public support of the organisation, or of managing an agency to do so.

Knowledge, skills and abilities

Essential

- Excellent English verbal and written communication skills – including ability to communicate complex information in a clear, effective and persuasive manner
- Excellent relationship building and networking skills
- Excellent presentation skills
- Ability to think creatively and translate that into creative concepts and compelling copy
- A high level of numerical and analytical skills
- Ability to take the initiative, be self-motivating and motivate others
- Effective time management skills and an ability to prioritise tasks and work to tight deadlines
- Excellent planning, organisational skills and attention to detail
- An understanding of issues affecting charity fundraising and the current funding climate
- A commitment to equal opportunities
- An interest in refugee issues