



## Corporate Fundraiser



## **INFORMATION FOR APPLICANTS:**

### **What we do**

The Ramblers open the way for everyone to enjoy the simple pleasures of walking. And we step up to protect the places we all love to wander.

When you join the Ramblers team, you're joining a talented, dedicated group of people with a passion for walking and the outdoors. Every one of us has a commitment and resilience to bring ambitious plans to life and a huge appreciation for the volunteers, members and supporters who help us make it happen.

Since 1935, we've been doing everything we can to make sure everyone everywhere can enjoy nature on foot. Today we're Britain's biggest and most vibrant walking community too.

We lead the way, and the walks, for a community of 100,000 walkers. And we help thousands more every year find their feet out in the open to boost their wellbeing naturally.

The Ramblers is a charity dedicated to removing barriers so everyone can enjoy walking in green spaces and to preserving and improving over 180,000 miles of well-loved paths, tracks and trails across England, Scotland, and Wales. We're committed to campaigning to keep our countryside open to all and to fighting for the things that matter most to walkers.

### **Our successes**

We fought to establish National Parks and National Trails – and we won. And we successfully campaigned for everyone to enjoy Britain's coastline on foot. We've helped open up vast swathes of the British countryside which was out of bounds, and we made sure laws were amended and added to keep it that way.

### **Our future focus**

There's still more to do. So, we continue to secure support from government and help construct national and local policies and programmes to build a future fit for everyone everywhere to walk outdoors. We keep on engaging communities and organisations across England, Scotland, and Wales to help us achieve our ambitions. And we're opening up a world of walking opportunities for even more people. You can read our vision and strategic framework here.

Together, we achieve much more.

While we're a small staff team, we achieve big things with the help of people who believe in our cause, like our members, volunteers, campaigners, funders, and partners. Together, we've already achieved significant success and we have ambitious plans for the future.

## **How we are run**

As a charity, the Ramblers is governed by a board of trustees which comprises up to 15 members. Collectively the trustees are responsible for strategic oversight of the organisation and ensuring that our range of activities support our charitable purposes.

In addition to local Groups and regional Areas across Great Britain, under our devolution agreements, substantial authority is devolved to Ramblers Scotland and Ramblers Cymru.

## **Volunteers**

Volunteers are our driving force. Without their hard work and dedication, we simply wouldn't exist. Some 22,000 people generously give their time come rain or shine, to make a difference to the things that matter most to walkers.

## **The team**

The Ramblers has a staff team of around 100 people based at home or who work from our offices in London, Edinburgh, and Cardiff

## **Values**

Our values are the core principles that guide us in how we deliver our goals and by living our shared values we can ensure the Ramblers is an organisation to be proud of. Our values are: inclusive, inspiring, empowering and responsible.

## **Our Compensation and Benefits**

- Competitive base salary and annual incremental pay rise (post probation)
- Free Ramblers membership on joining
- Flexible working
- Pension contribution
- Season Ticket loan
- Christmas office closure (in addition to holiday allowance)
- 25 days annual leave, plus bank holidays
- Perk-box (discounts, freebies and online resources)
- Eye Care Vouchers
- Employee Assistance Programme and online GP access.

**Role Profile  
CORPORATE FUNDRAISER**

<b>Job Title:</b> CORPORATE FUNDRAISER	<b>Responsible to:</b> HEAD OF FUNDRAISING
<b>Department/Division:</b> Income and Marketing	<b>Responsible for:</b> N/A
<b>Contract:</b> Permanent	<b>Full Time (35 hours a week)</b>
<b>Band:</b> 4	<b>Location:</b> LONDON/Hybrid Working
<p><b>Purpose of Role:</b> The Corporate Fundraiser is responsible for securing income from new corporate supporters, with a particular focus on growing our newly formed patron scheme, which is a way for us to high-level, multi-year partnerships. The role is part of a small national fundraising team, who are driving forwards new initiatives and ways of working to significantly increase and diversify the income for the Ramblers.</p>	
<p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Develop and deliver the Corporate Partnerships strategy across GB, including supporting the development of our corporate recognition products</li> <li>• To identify and map appropriate partners for strategic partnerships, adoptions, cause related marketing activities, sponsorships and other corporate fundraising activities, ensuring that appropriate actions are allocated and followed up.</li> <li>• Researching, managing prospect pipeline and prioritising new business opportunities</li> <li>• Prepare pitches and proposals</li> <li>• Networking and relationship building with corporate contacts</li> <li>• To deliver new strategic fundraising partnerships that grow income and help the Ramblers deliver our organisational mission</li> <li>• To on-board new corporate partners including agreeing contracts, SLAs and payment terms, carrying out due diligence and adhering to the Ramblers Corporate Partnership Policy at all times</li> <li>• To liaise with key contacts ensuring a high level of communication is maintained, both internally and externally</li> <li>• To maximise income from corporate relationships through all viable income streams and achieve targets in the most cost-effective manner possible</li> <li>• Ensure partnership activities are fully integrated into Ramblers engagement activity where appropriate and develop opportunities with new and existing partners to amplify Ramblers campaign messaging</li> <li>• To monitor progress against budget on-going throughout the year, including through the use of quarterly forecasts and accounting for any variations in income.</li> <li>• To co-ordinate and liaise with Ramblers Wales and Scotland on business development opportunities and GB wide partnership activity</li> <li>• To work with the Ramblers internal teams to identify appropriate projects for funding and volunteering opportunities available to corporates and their employees and agree and prepare proposals and presentations when necessary to companies both targeted and from unsolicited requests</li> <li>• To ensure Salesforce is used for all aspects of CRM recording</li> </ul>	

**Special event management**

- To undertake planning and hosting corporate special events identified from new and existing corporate partners
- To liaise with other engagement team members and other departments within the Ramblers GB to provide the necessary support

**Decision-making**

The post holder will support on making recommendations and decisions relating to the Corporate Fundraising aspect of the Fundraising strategy. They will work independently where needed and will rely on organisational and team policies and guidelines to apply judgements to various situations both internally and externally.

The post holder will seek support from the Head of Fundraising and where relevant the Director of Income and Marketing in all decisions pertaining to the overall strategic objectives of the department and organisation and where serious or complex matters are involved such as the potential for reputational risk, significant financial loss or investment and matters related to over brand and communications strategies.

**Analysis and initiative**

The post holder will be required to take a fresh and innovative view of various aspects of partnership management, new business development and will take on the refinement and creation of new corporate fundraising approaches, working practices and policies. They will need to be relationship focused, creative and innovative in their approach.

The will be required to conduct their own analysis of the risks and benefits of each project, activity and initiative and discuss with the Head of Fundraising the viability and appropriateness of each project.

**Communicating**

The post holder will maintain a range of professional relationships with internal and external stakeholders on behalf of the Ramblers and will be required to produce a range of verbal and written communications to suit each intended audience and display strong influencing skills.

The role requires the holder to produce a range of written marketing materials including, case for support, propositions, social media copy, proposals, bids, impact reports, stewardship communications and any other required copy.

**People**

The post holder will be required, to coordinate, coach, support and advise colleagues as appropriate.

**Resources**

The post holder will have no delegated budget responsibility but will advise on matters pertaining to their work such as projects or account budgets.

May perform activities such as data input/collation or handling information or equipment in day to day work.

**Knowledge, skills and expertise (person spec)**

**Skills / Abilities:**

Proven track record in delivering income targets between £100k - £1 million

- Ability to research, compile and manage prospect pipelines
- Ability to communicate both verbally and written with a range of audiences
- Ability to develop high quality, coherent and thorough fundraising proposals and pitches
- Negotiation skills – the post-holder will be required to undertake negotiation with companies

- Good attention to detail
- Strong analytical skills
- Excellent interpersonal and communication skills
- Competence in the use of IT tools including Word, Excel and PowerPoint
- Understanding of key donor recruitment channels and approaches
- Donor stewardship techniques
- New Business Development Processes
- Relationship/Account Management experience
- Able to work independently, applying own initiative
- Able to be flexible and adaptable

#### **Knowledge**

- Broad fundraising sector knowledge and experience
- Understanding of key donor recruitment channels and approaches
- GDPR
- Fundraising regulation and best practice
- Donor stewardship techniques
- New Business Development Processes
- Relationship/Account Management experience

#### **Qualifications / Membership**

- No formal qualifications required
- Membership of Institute of Fundraising desirable

#### **Personal Attributes and Circumstances**

- Able to occasionally travel to meet funders, attend events and work with regional colleagues
- Able to work independently, applying own initiative
- Able to be flexible and adaptable

#### **Other essential requirements for the role-holder**

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

Staff should also ensure that they act in accordance with The Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, Fundraising Code of Practice, Ramblers financial instructions and UK employment law if applicable.

The details contained in the Role Profile, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

## Application Process

### Candidate Application Information

Send us your CV and a cover letter summary of why you think you have the skills and experience for this role to [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk) by Monday 24<sup>th</sup> January 2022.

We will review all applications and confirm by email whether we are going to be taking you through to interview stage. If you do not hear from us within four weeks of the closing date, please assume that you have not been shortlisted. You can contact the recruitment team at [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk) if you want to check on your application.

### Equality, Diversity, and Inclusion.

The Ramblers welcome all sections of the community to work with us to achieve our vision. All applicants will have fair and equal access to recruitment and selection opportunities based solely on their abilities. Please feel free to replace your name with a fruit and colour (e.g. Red Apple, Green Raspberry) in support of our 'anonymous recruitment campaign' to eliminate bias in the recruitment process.

Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

If you have a disability, which you would like us to consider, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.