



the children's charity

improving young lives every day

## JOB DESCRIPTION

SECTION A – GENERAL INFORMATION	
<b>Job Title</b>	<i>Head of Corporate Partnerships</i>
<b>Department/Function</b>	<i>generate new business; build and sustain valuable partnerships</i>
<b>Location</b>	<i>Camden, London</i>
<b>Duration (If Applicable)</b>	<i>Permanent</i>
<b>Working Arrangements</b>	<i>Full time</i>
<b>Responsible for:</b>	<i>Corporate Fundraising strategy and income</i>
<b>Accountable To:</b>	<i>Director of Fundraising, Marketing &amp; Communications</i>
<b>Accountable for:</b>	<i>Corporate Partnerships Manager</i>
<b>Work Closely with:</b>	<i>Crew (committee members), Trustees and Volunteers, staff teams both at Head Office and across the UK</i>

**SECTION B – ROLE**

<p><b>Summary of Role</b></p>	<p>This role seeks an enthusiastic individual with extensive experience in corporate fundraising.</p> <p>This post takes a lead role in generating high-value corporate partnerships across a variety of fundraising mechanisms. It is a proactive role which includes raising Variety’s profile and identifying and networking with potential supporters.</p> <p>We are looking for an experienced, committed and versatile professional with a passion for corporate fundraising including making the ask, networking, working with Variety’s Board of Trustees in order to deliver and manage substantial growth from this income stream.</p> <p>Knowledge of accounting practices and the analysis and reporting of accurate financial data is essential including a proven track record of effective use of databases.</p>
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<p><b>Areas of Responsibility</b></p> <p><i>(This section is divided into Core Functions and Specific Functions).</i></p> <p><b>Note: Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role develops.</b></p>	<ul style="list-style-type: none"> <li>• Develop and deliver a fundraising strategy in consultation with the Director Fundraising to improve income; develop effective pipelines and ensure Variety achieves its annual target</li> <li>• To help research, identify and develop potential new supporters likely to become a corporate partner or major donor.</li> <li>• To liaise and work with the Trustees and Crew at Variety events to identify potential donors.</li> <li>• To work to achieve project targets and budgets.</li> <li>• To achieve a good balance of restricted and unrestricted income</li> </ul>
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**SECTION C – PERSON SPECIFICATION**

<p><b>Essential Knowledge, Skills and Experience</b></p>	<p><b>Experience and Qualifications:</b></p> <ul style="list-style-type: none"> <li>• Educated to Degree level or equivalent</li> <li>• Significant and proven experience of managing a variety of successful fundraising programmes, specifically corporate</li> </ul>
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fundraising and major donor.

- Proven track record of securing income from a broad funding mix
- Proven experience of delivering a six figure income partnership
- Experience of managing and motivating people and teams and to effectively delegate tasks
- Proven track record of managing successful face to face negotiations to win business and solicit high value personal donations
- Proven experience of working to challenging targets within tight timeframes
- Experience of using digital and social media for fundraising purposes

**Skills and Ability:**

- Confident networker, able to build successful, mutually beneficial relationships.
- Confident presenter and successful negotiator, able to successfully close a deal or make an ask, tailoring the message for different audiences
- Ability and confidence to lead effective meetings to include both internal and external stakeholders
- Excellent written and verbal communication skills at all levels, including: experience of developing and writing fundraising propositions; delivering strong, emotive and accurate copy; creating and delivering effective presentations
- Highly numerate, with good analytical skills
- Proven experience of managing people
- Well organised, with strong attention to detail
- Proven experience of developing and managing plans and budgets
- Reporting on ROI.
- Experienced user of CRM database systems and up to date understanding of data protection
- Competent in using MS Word, Excel, and PowerPoint.

**People Skills:**

- Confident networker, influencer and motivator
- Strong and inspirational team leader and effective team player, able to work collaboratively with others to build productive relationships with colleagues both internally and externally
- Effective manager of donor/client relationships
- Self motivated; able to systematically plan and organise own work to meet objectives and ensure successful delivery
- Ability to take personal responsibility for delivering results and objectives, and overcoming external and internal challenges.

*'It is the responsibility of employees to apply Variety's Equal opportunities Policy and the Health & Safety policy in their own area of responsibility and in their general conduct.'*

	<i>'You may, with reasonable notice, be required to work at any of Variety's sites.'</i>
<b>Desirable Knowledge, Skills and Experience</b>	<ul style="list-style-type: none"> <li>• Relevant qualifications in Fundraising</li> <li>• Membership of a professional body</li> </ul>

Variety, the Children's Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex marital status, sexual orientation, gender reassignment, age or disability. We will apply employment policies that are fair, equitable and consistent with the skills and abilities of our employees and the Charity. It is the responsibility of employees to apply Variety's Equal opportunities Policy in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety's major events and will be expected to work together with the Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.