

JOB PROFILE: CORPORATE NEW BUSINESS MANAGER

Role:	Corporate New Business Manager	Date profile last reviewed:	May 2022
Name:		Reports to:	Head of Corporate & Community Fundraising

MAIN SUMMARY OF ROLE:

To meet fundraising goals through developing and maintaining new corporate partnerships.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Meet fundraising goals through developing new corporate partnerships.
- Support the Head of Corporate & Community Fundraising to deliver the team's business plan.
- Work closely with senior partnerships managers to support identification, qualification, prioritisation and research of prospects to establish pipeline income streams.
- Proactively map and make tactical and timely approaches to potential partners, identifying and targeting companies that offer potential for long term, high value strategic partnerships.
- Prepare and submit effective written proposals and deliver compelling pitches and presentations for potential new prospect funders in order to win new business.
- Provide first-class relationship management.
- Work with partnerships senior managers and cross – departmentally with teams to ensure an integrated and collaborative working approach to maximise new business propositions and understanding of the work of the RAF Benevolent Fund.
- Monitor and evaluate the success of new business activity in order to produce a monthly dashboard report, including progress against financial targets and partnership objectives.
- Line Manage the Fundraising Partnerships Executive and indirect management of Prospect Research Volunteers.
- Represent the charity at corporate, major donor and partner events as appropriate.
- Work with the corporate and the RAFBF's communications teams to promote key successes internally and externally.
- Prepare the detail of any new business contracts and adhere to charity law and tax/VAT regulations as required.
- Ensure the effective management of corporate supporters' information and data on CARE.

COMPETENCIES REQUIRED FOR THE ROLE	
Essential	Desirable
<ul style="list-style-type: none"> Delivering results and meeting customer expectations Relating and Networking Persuading and influencing Presenting & Communicating information Writing and reporting Deciding and Initiating Action Adapting and Responding to Change 	<ul style="list-style-type: none"> Working with people Leading and Supervising Following instructions and procedures Planning and Organising Learning and researching
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
Academic or Professional Qualifications (or equivalent):	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> Literate and numerate with a good standard of education 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> Certificate in Fundraising Member of IoF
Knowledge/ Experience:	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> Track record of achieving impressive results and generating substantial value Line management experience Experience of a range of corporate fundraising activity including employee fundraising, CRM, sponsorship, events and strategic partnerships. Budgeting and financial management 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> Familiar with Institute of Fundraising codes of practice Experience of working with and securing new business from corporates Experience in the not-for-profit sector Computer and IT literate, including familiarity with MS Office and fundraising databases e.g. CARE or other similar CRM database.
Skills/Abilities:	
<p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> Excellent interpersonal & relationship skills Ability to produce clear and persuasive fundraising proposals and presentations Excellent negotiation and influencing skills Ability to use own initiative and analytical skills to problem-solve Energetic and enthusiastic Strong organisational & prioritisation skills 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> Meticulous attention to detail
Other Requirements:	
<ul style="list-style-type: none"> Willingness to work flexible hours, outside of traditional office hours. Able to work extended hours or weekends as required and travel to other UK locations, RAF Stations, sporting and other networking events 	

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: