

JOB PROFILE: STRATEGIC PARTNERSHIPS EXECUTIVE

Role:	Strategic Partnerships Executive	Date profile last reviewed:	April 2025
Name:		Reports to:	Strategic Partnerships Manager

MAIN SUMMARY OF ROLE:

To provide support to the Strategic Partnerships Team in delivering a variety of fundraising and administrative tasks as well as communicating with internal and external stakeholders.

The role will support the team in building profitable, long-term fundraising relationships with prospects and existing donors by providing administrative, research and communications support and acting as the primary point of contact for specific corporate prospects and partners.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- To work closely with the Strategic Partnerships team to ensure consistency and coherence across the team whilst providing administrative support to the Strategic Partnership Team, meeting set deadlines and prioritising as required assisting with the administration of internal processes and Fund-wide policies that supports the delivery of fundraising aims across the team.
- To prepare and co-ordinate Strategic Partnerships related correspondence and collateral to support cultivation and stewardship plans as required, including, creating proposals, presentations, specific team mailings and activities; e.g., updating spreadsheets with supporter information, undertaking research and writing briefing documents.
- To research and approach companies with potential to support via strategic initiatives, donations, employee fundraising, charity of the year programmes, sponsorship, sales promotion and other cause related marketing activities
- To update the fundraising database (CARE) with contact and supporter communication information; to run income & other non-financial KPI reports from CARE as required.
- To code Strategic Partnership income into the correct income lines and to liaise directly with Finance to ensure income is correctly assigned to the relevant team. As well as creating source-codes to ensure that the coding process runs efficiently and can be assigned with ease.
- To oversee the payroll giving programme on behalf of Strategic Partnerships and to undertake tasks such as assigning income for existing payroll contributors as well as

track any other forms of income that can be attributed to this income line and research or approach potential corporates.

- To coordinate events for the Strategic Partnerships team such as corporate receptions, corporate-specific challenge events and corporate-led fundraising activities.
- To liaise with supporters, prospects, suppliers and other stakeholders, to answer enquiries, placing orders and obtaining quotes.
- To manage a portfolio of low/mid level affinity, cause-related marketing and post-sales donation partnerships, supported by the Strategic Partnerships Manager, while cultivating and stewarding contacts to support team financial targets and deliver other non-financial benefits.
- To manage the workload of prospect research volunteers and the overall administration of prospect research across the team.
- To produce corporate briefing documents for the Controller as required.
- To plan and implement, with the support of the Strategic Partnerships Manager, approaches to prospects to support specific strands of the Corporate New Business Strategy, generating leads and opening conversations with key contacts and representing the Fund in meetings and at events
- To monitor, evaluate and report on fundraising activities in line with partnership objectives and the partners' expectations
- To secure donations, prizes and gifts in kind for fundraising activities as appropriate
- To work with other teams across the Fund, representing the Strategic Partnerships team in appropriate working groups, workshops and/or meetings/other events as directed
- To provide excellent relationship management, building strong working relationships with multiple stakeholders externally and internally
- To adhere to all relevant Fund policies and procedures and to abide by best practice and to ensure the effective management of relevant supporters' information and data and compliance with any charity law and tax regulations.
- To undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post, including limited out of hours, evening or weekend work required to support events.

COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Writing and reporting • Planning and organising • Delivering results and meeting customer expectations • Working with people • Following instructions and procedures • Relating and Networking 	<ul style="list-style-type: none"> • Persuading and Influencing • Deciding and initiating action • Applying expertise and technology • Adhering to principles and values • Learning and researching • Analysing

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic or Professional Qualifications (or equivalent):

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • ONC level or A Levels or Scottish highers in job –related discipline or equivalent advanced craft certificate NVQ-3) OR Specific Corporate Fundraising experience in a similar position 	<ul style="list-style-type: none"> • ECDL qualification • Duke of Edinburgh Award Scheme • Degree level qualification

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Experience in use of databases i.e. retrieval, interpretation and actioning of data/correspondence. • Experience of working in a fundraising, sales and/or administrative role, or a position which requires meeting deliverables for members of a team (or several). 	<ul style="list-style-type: none"> • Specific Corporate Fundraising experience • Experience in writing applications for funding • CRM level database experience • Working knowledge and understanding of GDPR regulations • Evidence of sales/ telephone experience

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Good communication skills including an excellent telephone manner and strong written communication skills. • Excellent IT knowledge, including Outlook, Word and Excel and electronic filing systems. 	<ul style="list-style-type: none"> • Good reporting and bid application writing skills • Data collection and analysis skills

Other Requirements:

<ul style="list-style-type: none"> • Willingness to work flexible hours, outside of traditional office hours.
--

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:

Line Manager's Signature:

Date