

JOB PROFILE			
Role:	Partnerships / Development Account Manager	Date profile last reviewed:	June 19
Name:		Reports to:	Business Development Manager
MAIN SUMMARY OF ROLE			
<p>To support the Business Development Manager and Head of Fundraising Partnerships to prepare and implement plans, in line with team business plans and organisational strategy, to develop and win new fundraising partnerships and relationships (Corporate/ High Net Worth Individuals/ Trusts) to achieve/ surpass new business targets. Where appropriate, to support the team in the successful delivery of new partnerships by creating communications and materials to help with relationship management of partners.</p>			
KEY ACCOUNTABILITIES/RESPONSIBILITIES			
<ul style="list-style-type: none"> • Support the New Business Manager to deliver the teams new business plan and secure new corporate, HNW and trust opportunities that have long term benefits to the charity. • To complete prospect research, prioritise leads and cultivate and engage prospects in the Centenary year (19/20) to deliver gifts. • Prepare and deliver compelling proposals, presentations and reports to secure and convert new prospects and to engage and build relationships with existing donors, as appropriate • To support the development and maintenance of new business pipelines • Develop new business development templates to support relationship management as appropriate • Work 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 • Work with the Events Manager to identify event business opportunities and to share prospects and donor leads for attendance at events to engage new and existing supporters. • Implement robust supporter journeys and project plans for all partners, to uplift giving and ensure effective stewardship and evaluation of strategic partners • To work with regional teams on information sharing, to ensure a consistent and co-ordinated approach to management of partners and relationships to ensure they are kept abreast of the RAF Benevolent Fund’s current activities and local links to the charity • Work closely with the business development manager/ Head of FP to cultivate and engage new prospects and to ensure the smooth transition from new business acquisition to partnership development • Secure sales and sponsorship for key fundraising events such as RAFBF Awards and Carol Concert • Represent the charity at corporate and partner events as appropriate. 			

- Provide first-class relationship management, cultivation and stewardship of supporters and prospects.
- Work with the RAFBF's communications teams to promote key relationship successes internally and externally and maximise opportunities for exposure and profile.
- Prepare the detail of any necessary contracts and adhere to charity law and tax/VAT regulations as required.
- To update prospect and supporter information and data on CRM system CARE

Other

- Keep up to date with developments within the voluntary and corporate sectors through relevant publications, websites, training events, conferences and networking, as agreed with Head of Partnerships.
- Ensure implementation of and adherence to all relevant RAFBF policies, Fundraising Codes of Practice and procedures and ensure GDPR compliance across all direct marketing, communications activity.
- Such other duties as may reasonably be required.

COMPETENCIES REQUIRED

- Job Knowledge
- Persuading, influencing and negotiating
- Presenting and communicating information
- Proven Ability to deliver results and meet/exceed customer expectations
- Relationship building, sales and networking
- Written and verbal Communications
- Presentation skills and Proposal writing
- Teamwork
- Decision Making and Problem Solving
- Drive, Energy, Motivation
- Adaptability and Flexibility
- Accuracy and Time Management

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

4. Academic/Professional Qualification(s) or equivalent:

- | <u>Essential</u> | <u>Desirable</u> |
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| <ul style="list-style-type: none"> • Literate and numerate, with good standard of education (to degree level or equivalent). | <ul style="list-style-type: none"> • Certificate in Fundraising (staff not in possession of the certificate will be offered the opportunity to achieve it). |

5. Knowledge/ Experience:

- | <u>Essential</u> | <u>Desirable</u> |
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| <ul style="list-style-type: none"> • Demonstrable experience of identifying and securing significant income from corporate and/ or Major donor fundraising relationships within the UK voluntary sector. • Experience of a range of major giving/ corporate fundraising activity including employee fundraising, CRM, sponsorship, strategic partnerships | <ul style="list-style-type: none"> • Computer and IT literate, including familiarity with MS Office and fundraising databases. • Experience of not for profit sector • Account management experience in a not for profit or commercial business • A working knowledge of GDPR regulations / fundraising codes of practice |

<p>and</p> <ul style="list-style-type: none"> • Delivering pitches, writing proposals and presenting to teams • Experience of managing multi-faceted relationships and projects. • Knowledge of fundraising practice and standards, including data protection, Charity trading law and Charities Act 1992 and 1993. 	<ul style="list-style-type: none"> • Budgeting and financial management and reporting. •
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6. Skills/Abilities:

Essential

- Excellent interpersonal and relationship building skills with the ability to quickly establish rapport and trust, motivating and inspiring stakeholders at all levels.
- Ability to produce clear and persuasive fundraising proposals and presentations to secure fundraising partners.
- Meticulous attention to detail
- Well-developed negotiation and influencing skills.
- Ability to manage and prioritise, using own initiative and analytical, problem-solving approach.
- Proven ability to secure sales, new business
- Energetic and enthusiastic with a passion for driving new projects forward and a high level of resilience and stamina.
- Pro-active and ambitious with the desire to meet or exceed targets by building relationships with prospects and supporters.
- Enjoys being flexible, creative and working as part of a team or independently.
- Ability to multi-task and stay calm under pressure.
- Proficient in CARE or similar CRM database
- Strong organisational and prioritisation skills
- Prospecting and lead generation skills

Other Requirements:

- Able to work extended hours or weekends as required and travel to other UK locations, RAF Stations, sporting and other networking events.
- To carry out any other duties within the scope of the job as requested by New Business Development Manager
- Holds a full UK Driving Licence

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: