

## Role Description

Division:	Fundraising & Marketing
Department:	Fundraising & Marketing
Location:	Scotland based, with a blend of office (Edinburgh), home working and some travel across Scotland.
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	35 hours per week, flexible working patterns available
Line Manager:	Corporate, Trusts & Community Events Fundraising Manager
Direct Reports:	None
Salary:	£34,589 - £36,137 pa depending on experience

## Job Purpose

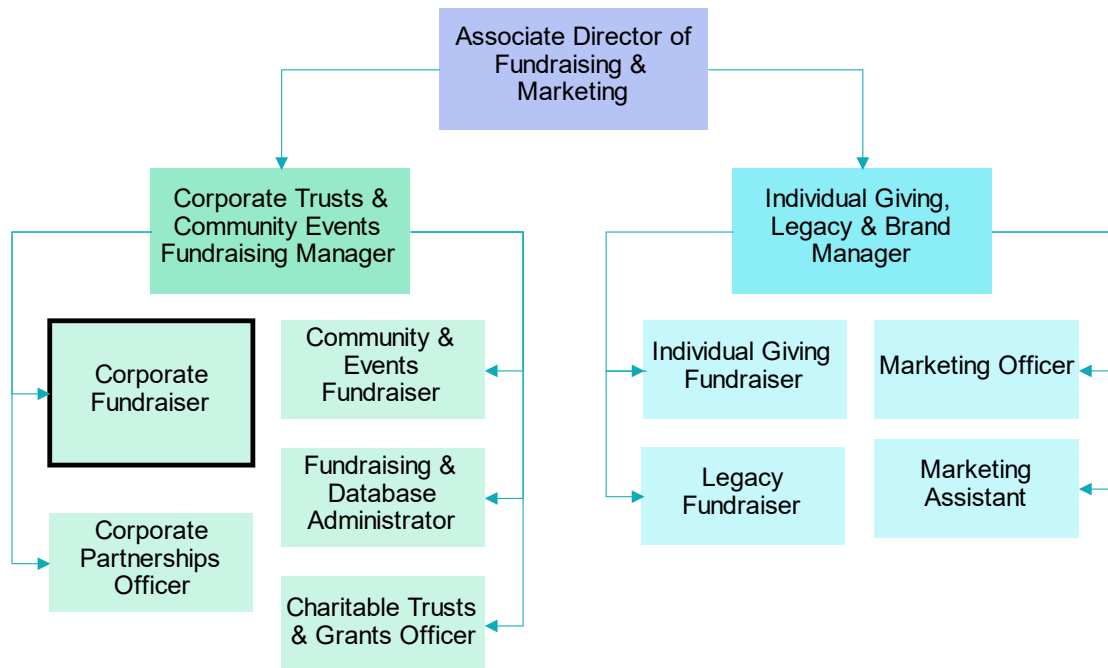
Our people are central to our success in delivering services for older people in Scotland. We pride ourselves on having a positive working environment and culture.

Our mission is to inspire, involve and empower older people in Scotland, and influence others so that people can enjoy better later lives. To help us achieve that, our corporate fundraising activity aims to successfully increase donations and raise our profile and impact.

As a Corporate Fundraiser focussing on generating new business, you will develop and implement a new business corporate fundraising strategy and create and maintain a pipeline of corporate activities. This will include a mix of activity including transformational and strategic partnerships, charity of the year and sponsorship to meet fundraising targets.

Living our values you will work with colleagues across the charity to secure funding and partnership opportunities and will collaborate with relevant Age UK colleagues on joint funding approaches when required.

## Organisational Chart



## What you'll do

### Corporate Partnerships:

- Develop and implement strategies to grown corporate fundraising income over the next 5 years with a focus on securing new business and achieving annual corporate fundraising targets.
- Work closely with colleagues across the charity to identify target corporate audiences and partnership opportunities.
- Research potential corporate fundraising opportunities and a establish a pipeline of support.
- Write high quality fundraising corporate applications.
- Write contracts and commercial participation agreements when required for corporate partnerships.
- Write and deliver presentations and pitches of the highest quality for potential new corporate partners.
- Negotiate and secure partnerships and contracts, ensuring arrangements with corporate partners provide mutual benefit.
- Work closely with colleagues in our Age Scotland workplaces team to explore opportunities to secure fundraising income.
- Secure new corporate volunteering relationships for example via our friendship line.
- When required support the corporate partnerships officer to account manage and cultivate existing corporate partnerships to create high levels of engagement with the corporate and maximise income.
- Work with colleagues in Age UK, Age NI and Age Cymru when required to secure UK-wide corporate partnerships.

### **Fundraising administration and processes**

- Warmly thank corporates for their support and show the impact of their support.
- Work closely with the Fundraising and Database administrator and the Corporate Partnerships Officer to capture monthly income on the fundraising database.
- Work closely with our accounts team to ensure invoicing procedures for corporates are smooth and income is received when expected.
- Capture expenditure and ensure budgets are met.
- Work closely with the Corporate, Trusts and Community Fundraising Manager to project and forecast income.
- Regularly report on and evaluate fundraising activity and make recommendations.
- Ensure the fundraising database is maintained to best effect.

### **Other Duties**

- Attend, present and participate in events and meetings, as appropriate, to represent and promote Age Scotland's interests.
- Work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised.
- Focus efforts where the returns are greatest, ensuring delivery against budget.
- Ensure that all activities are carried out in accordance with relevant legal and regulatory conditions.

## **What you'll bring**

### **Experience:**

- Minimum 2 years' experience within a similar role
- Demonstrable extensive experience in the corporate fundraising or business development environment and a proven track record in securing income.
- Demonstrable experience and a successful track record of generating new business.
- Experience of working in a target driven environment and of meeting or exceeding targets.
- Proven creativity in developing ideas to present to companies in support of the charity or a fundraising idea.
- Experience of verbally conveying ideas in a succinct, concise and emotive manner, and of pitching in person to secure fundraising partnerships or income.
- Experience of writing engaging and impactful communications.
- Experience of writing contracts and commercial participation agreements.
- Experience of managing corporate relationships (desirable).
- Experience of using Raiser's Edge or similar CRM (desirable).
- Experience of monitoring budgets (desirable).
- Experience of ensuring activities and fundraising materials are aligned with brand and tone of voice (desirable).

### **Qualifications:**

- Member of the Institute of Fundraising (desirable).

### **Knowledge, Skills & Qualities:**

- Excellent communication skills – both written and oral – and the personal presence to communicate to a variety of audiences, including at boardroom level.
- Highly self-motivated, ambitious and able to show a determination to succeed.
- Ability to work on own initiative but to also work closely with colleagues and managers across a variety of functions to achieve objectives.
- Excellent written and verbal communication skills, including the ability to write concise and engaging copy and fundraising applications.
- Skills in identifying a funder's requirements, making decisions on what to apply for, and matching criteria with the charity's products and services.
- Strong people skills with the ability to develop and cultivate relationships.
- Excellent interpersonal, listening, communications, presentation and networking skills including the ability to make a compelling case for support.
- Ability to win people over and convey ideas succinctly and persuasively.
- Good organisational skills, ability to work flexibly, prioritise workloads, manage competing demands and work under pressure and to tight deadlines.
- Ability to network and create good working relationships with people and organisations at all levels.
- Team approach and ability to work collaboratively with colleagues to ensure that each income stream feeds into and supports others so that funds are maximised.
- Good negotiation skills.
- Competent user of Microsoft Office applications, including Excel, Word, Outlook and Teams.
- Knowledge of current fundraising trends and social and political issues particularly in relation to Scotland's older people (desirable).
- Ability or knowledge of storytelling techniques in fundraising (desirable).
- Confidence in public speaking and to a range of audiences (desirable).
- Ability to work to a budget to ensure all fundraising activities are cost-effective with a focus on return on investment (desirable).

### **Additional requirements**

- Desire to seek out professional development opportunities and to shadow other fundraisers to learn and grow.
- The role requires occasional travel in Scotland and the wider UK, involving possible overnight stays.
- Commitment to the aims and vision of Age Scotland and the ability to demonstrate our values (Empowering, Inspiring, Inclusive & Integrity) in your work.
- Commitment to work alongside and support volunteers.
- An understanding of and commitment to equal opportunities.
- Willingness to work from the Edinburgh Office as part of the role (NB, travel costs from home to the office will not be reimbursed by Age Scotland.)
- Employees are expected to have a suitable homework space with a good broadband connection for occasional home working.

## **Corporate Fundraiser**

- Employees are expected to undertake any and all other reasonable and related tasks allocated by their Line Manager.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.