

Corporate Fundraiser – New Business

Role Description

Division:	Fundraising & Marketing
Department:	Fundraising
Location:	Scotland based, with a blend of office (Edinburgh), home working and some travel across Scotland. The role is hybrid with an intention that office-based and external facing work will constitute a minimum 40% of working time over each month.
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	35 hours per week, flexible working patterns available
Line Manager:	Fundraising Manager
Direct Reports:	None
Salary:	£34,250 - 35,910 pa (depending on experience)

Job Purpose

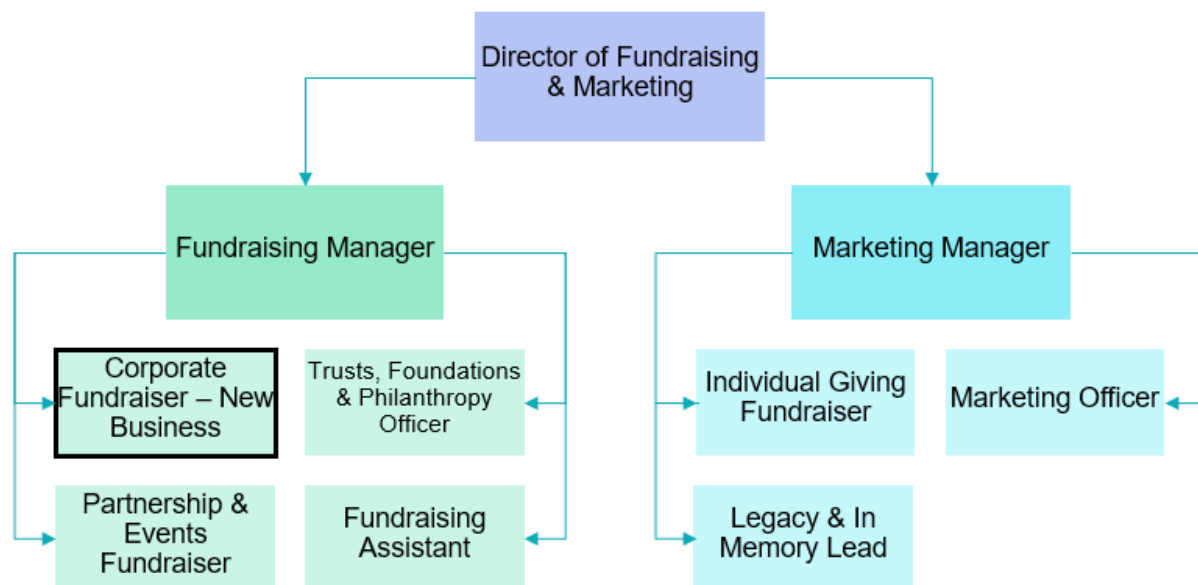
Our vision is that no one in Scotland faces the challenges of older age alone. To help us achieve that, our fundraising activity aims to increase income, build lasting supporter relationships and raise Age Scotland's profile and impact across Scotland.

Our Corporate Fundraiser – New Business will be an experienced and ambitious fundraiser, with a track record of increasing charitable income by securing new corporate partnerships. You will play a key role in driving the growth of Age Scotland's corporate fundraising programme by identifying, developing and securing new partnerships with businesses across Scotland and the UK. Focusing primarily on new business, the postholder will build and manage a pipeline of prospective corporate supporters, develop compelling partnership proposals, and cultivate relationships that generate sustainable income and impact for older people.

We have ambitious plans to significantly grow income from corporate partnerships and develop new opportunities that create meaningful impact for older people. This will include securing new Charity of the Year partnerships and funding for key projects and programmes, alongside growing sponsorship and mutually beneficial commercial partnerships.

This is an exciting opportunity for a proactive and ambitious fundraiser who enjoys building relationships, spotting opportunities and converting prospects into long-term partnerships. Working closely with colleagues across fundraising and service delivery, the postholder will help secure innovative and mutually beneficial partnerships that align with Age Scotland's strategic objectives.

Organisational Chart



What you'll do

Corporate Partnerships:

- Develop and implement strategies to grow corporate partnership income 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 partnership opportunities and establish and grow a pipeline of support.
- Write high-quality fundraising applications, pitches and propositions.
- Write contracts and commercial participation agreements when required for corporate partnerships.
- 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 identify and develop cross-referral opportunities, maximising relationships with businesses to generate fundraising income and secure workplace training bookings.
- Secure new corporate volunteering relationships, for example, via our friendship line.
- When required support the Partnership and Events Fundraiser to account manage and cultivate existing corporate partnerships to create high levels of engagement and maximise income.
- When required support Age Scotland events.
- Work with colleagues across Fundraising and Marketing to identify new opportunities and work in a collaborative way.

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- Work with colleagues in Age UK, Age NI and Age Cymru when required to secure UK-wide corporate partnerships.

Fundraising administration and processes:

- Work closely with the Fundraising Manager to project and forecast income.
- Utilising our CRM, ensure the corporate pipeline is actively managed, visible and up to date.
- Warmly thank corporates for their support and show the impact of their support.
- Work closely with the Fundraising and Marketing team to capture information on our database including keeping records and income up to date.
- 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.
- Regularly report on and evaluate fundraising activity and make recommendations.

Other Duties

- Attend, present and participate in events and meetings, as appropriate, to represent and promote Age Scotland's interests.
- Work collaboratively with colleagues across the charity to ensure that we can deliver on new partnerships as opportunities arise.
- 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:

- Experience in corporate fundraising, business development or a similar role.
- A proven track record of identifying and securing new funding and partnership opportunities.
- Experience of working in a target driven environment and of meeting or exceeding targets.
- Proven creativity in developing compelling partnership and fundraising propositions that engage corporate partners and inspire support for the charity.
- 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 propositions, proposals and communications.
- Experience of monitoring budgets and progress to targets.
- Experience of writing contracts and commercial participation agreements (desirable).
- Experience of managing corporate relationships (desirable).
- Experience of using Beacon or similar CRM (desirable).
- Experience of using Canva to create compelling cases for support (desirable).

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- Experience of ensuring activities and fundraising materials are aligned with an organisation's brand and tone of voice (desirable).

Qualifications:

- Member of the Institute of Fundraising (desirable).

Knowledge, Skills & Qualities:

- Excellent written and verbal communication skills, with the ability to produce concise and engaging copy and fundraising proposals, and communicate confidently and persuasively with a variety of audiences, including at boardroom level.
- Highly self-motivated, ambitious and able to show a determination to succeed.
- Ability to work independently and use initiative, while collaborating effectively with colleagues and managers across teams to achieve shared objectives and maximise fundraising opportunities.
- Skills in identifying a funder's requirements, working across teams to make 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.
- Confident representing Age Scotland at networking events, business forums and external meetings to raise awareness of our work and generate new partnership opportunities.
- Ability to proactively build and maximise professional networks, including through digital channels such as LinkedIn, to identify and develop new opportunities.
- 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.
- 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 to apply storytelling techniques in fundraising (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.
- A full driving licence is essential.
- 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.

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- 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.
- 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.