



The Great North Air Ambulance Service

Job Description

Job Title: Relationship Development Manager

Main purpose of job: Responsible and accountable for relationship fundraising, with a focus on retention and development, implementing best practices in order to maximise supporter engagement and life time value.

Hours: Full time (40 hours per week, includes evenings and weekends), permanent

Salary: Band 5 £26,251 - £32,843 per annum, depending upon experience

Location: Urray Nook, Eaglescliffe (Involves regular travel - must have a full clean driving license).

Relationships:

- Responsible to: Head of Fundraising
- Responsible for: Corporate Fundraising Officer, Individual Giving Officer, Fundraising Assistant
- Liaise with: Donors, suppliers, general public, and charity employees/volunteers

Main tasks of job:

1. To produce and implement a donor development strategy, ensuring a clear supporter journey is in place for all supporter types (individuals, businesses, community groups etc.) and across all income streams with focus on providing consistent, high quality customer service and maximising income opportunities.
2. Oversee the development and implementation of the Individual Giving strategy.
3. Oversee the development and implementation of the Corporate Fundraising strategy.
4. Raising internal awareness of the supporter journey, providing training across the organisation as required and ensuring staff are informed of new regulations and processes.
5. Develop processes to improve efficiency, including consistent data management and donation processing that will support fundraising growth and retention.
6. Produce up to date reports on all activities and participate in internal meetings and communications.
7. Organising and attending meetings with key supporters at various stages of their supporter journey.
8. Pitching and presenting to new and potential supporters.
9. Represent the organisation at meetings and external events, talks and cheque presentations and promote the organisations aims and objectives.
10. Keeping up to date with legislation and policy related to data protection, communication preferences and making any necessary modifications to accommodate changes.
11. Managing and maintaining databases and undertaking any other administrative duties.
12. Contribute CRM system developments
13. Assist the Head of Fundraising and take on duties as required.
14. Attend training to develop skills and knowledge as necessary.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by the organisation and the overall business objectives.