

The Great North Air Ambulance Service

Job Description



Job Title: Corporate Fundraiser (Cumbria region)

Department: Fundraising

Main Purpose of the job: Responsible and accountable for overseeing all corporate fundraising across the region, whilst increasing the income from corporate donors, growing partnerships and building relationships with corporate supporters.

Location: Homebased - Responsible for Cumbria area (involves regular travel - must have full clean driving licence).

Hours: Fulltime, 40 hours per week over 7 days including occasional unsocial hours, including weekends and evenings as determined by business needs

Contract Type: Permanent

Salary: £21,486 – £26,251

Relationships:

- Responsible to: Head of Fundraising
- Liaise with: Donors, suppliers, general public, and charity employees/volunteers.

Main Duties and Key Responsibilities:

1. Build and maintain new and existing corporate partnerships and relationships to develop long term support by providing excellent customer service and working closely with Marketing and Supporter Services to ensure the delivery of quality stewardship and supporter journeys.
2. Research corporate prospects, identifying new prospects/leads and develop a strategy of approach.
3. Represent the charity at meetings and external events, networking, delivering pitches and presentations and attending photo opportunities.
4. Work in collaboration with the North East Corporate Fundraiser to develop and deliver the GNAAS Business Club (GBC), working closely with colleagues in the Events Team to develop GBC networking events.
5. Work in collaboration with the North East Corporate Fundraiser to develop and deliver sponsorship, partnership and charity of the year (COTY) packages.
6. Provide guidance to the Community Fundraising Team for their management of COTY partnerships with community focused and high footfall business types ensuring supporters have access to relevant fundraising advice, guidance and accurate signposting, whilst promoting best practice in fundraising.

7. Support the Head of Fundraising in the delivery of income generation objectives at regional level through the promotion of all relevant fundraising initiatives and campaigns to corporate supporters.
8. Maintain accurate data on the charity's CRM system to identify trends and opportunities within corporate fundraising as appropriate.
9. Act as first point of contact for all corporate enquiries and requests from across the region.
10. To maintain an active and professional social media presence working in line with marketing and communication's guidance.
11. Maintain and develop knowledge of the corporate fundraising market, whilst networking with other charities and attending sector events and training as necessary.
12. Provide regular feedback and reporting on work activity and outcomes.
13. Stock control of fundraising equipment and merchandise including carrying out deliveries and collections of fundraising equipment to corporate supporters.
14. Undertake general administrative duties such as telephone calls and emails and ensuring effective supporter data sharing with the charity's Supporter Services Team.
15. Provide support to Corporate Fundraisers in other regions as and when required.
16. Assist the Head of Fundraising as necessary and take on duties as required.
17. 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.