

# The Great North Air Ambulance Service

## Job Description



**Job Title:** Corporate Relationship Manager

**Department:** Fundraising

**Main Purpose of the job:** Responsible and accountable for overseeing corporate fundraising to raise income and awareness, grow partnerships and build relationships with supporters.

**Location:** Based from Langwathby with travel across the region required. Must have full driving licence, charity vehicle available. Covering Cumbria.

**Hours:** Full time/Part time job share available, up to 37.5 hours per week to include occasional unsocial hours, including weekends and evenings as determined by business needs. Flexible working hours available.

**Contract Type:** Permanent

**Salary:** Band 3

**Relationships:**

- Responsible to: Fundraising Manager
- Liaise with: Donors, businesses, 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.
2. Effectively manage a portfolio of small to medium size corporate supporters, providing excellent customer service, working closely with the wider income and engagement team to ensure quality stewardship.
3. Research corporate prospects, identifying new prospects/leads and develop a strategy of approach.
4. Represent the charity at meetings and external events, networking, delivering pitches and presentations and attending photo opportunities.
5. Work in collaboration with wider corporate fundraising team to develop and deliver sponsorship, partnership, and support packages.
6. Support the Fundraising Manager in the delivery of income generation objectives at regional level through the promotion of all relevant fundraising initiatives and campaigns to corporate donors.
7. Maintain accurate data on the charity's CRM system to ensure an audit trail and identify trends and opportunities within fundraising as appropriate.
8. Act as the first point of contact for relevant corporate enquiries and requests.

9. To maintain an active and professional social media presence working in line with marketing and communication's guidance.
10. Maintain and develop knowledge of the corporate fundraising market, whilst networking with other charities and attending sector events and training as necessary.
11. Provide regular feedback and reporting on work activity and outcomes.
12. Undertake general administrative duties necessary to fulfil the role such as emails and phone calls.
13. Adhere to internal processes and systems in line with role requirements, best practice, and legislative requirements.
14. Provide support and guidance to wider team if required.
15. Assist the Fundraising Manager as necessary and take on duties as required.

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

# The Great North Air Ambulance Service

## Person Specification



**JOB TITLE:** Corporate Relationship Manager

**DEPARTMENT:** Income and Engagement

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications and Knowledge</b>	<p>Minimum of 5 GCSE's grade C and above including English and Maths or equivalent.</p> <p>Strong understanding of fundraising principles, particularly corporate fundraising.</p> <p>Awareness of the charity sector and the role of corporate partnerships within income generation.</p> <p>Full UK driving licence (the role involves business travel).</p>	<p>Professional fundraising qualification or related training.</p> <p>Knowledge of the Cumbria corporate landscape or charity networks.</p>
<b>Experience</b>	<p>Demonstrable experience of managing and developing corporate relationships or accounts.</p> <p>Proven track record of securing or stewarding corporate support, sponsorship, or partnerships.</p> <p>Experience representing an organisation professionally at meetings, events, or presentations.</p> <p>Experience researching prospects, generating leads, or developing approaches to new business.</p> <p>Experience using CRM systems to record activity, analyse data, and maintain accurate supporter information.</p>	<p>Experience working in a charity fundraising environment.</p>
<b>Skills and Abilities</b>	<p>Excellent communication skills, both written and verbal, with the ability to pitch, present and network confidently.</p>	<p>Ability to identify trends or opportunities from CRM data to inform fundraising strategy.</p>

	<p>Strong relationship building skills, able to engage with businesses, donors, and colleagues at all levels.</p> <p>Ability to manage a portfolio of supporters, organising workload effectively and meeting income or engagement targets.</p> <p>Competent in general administrative tasks (e.g., email, phone communication, reporting) and use of common Microsoft products (e.g., Word, Excel, Outlook).</p> <p>Ability to maintain a professional social media presence in line with brand guidelines.</p>	<p>Strong networking skills with established business contacts.</p>
<p><b>Personal Qualities</b></p>	<p>Proactive, confident, and self-motivated with a positive and professional approach.</p> <p>Comfortable working to deadlines and handling changing demands.</p> <p>Commitment to delivering excellent supporter care.</p> <p>Ability to work both independently and collaboratively as part of a wider fundraising and engagement team.</p>	