

JOB DESCRIPTION

Department:	Fundraising
Job Title	Corporate New Business Manager
Accountable To:	Head of Corporate Partnerships
Accountable For:	Interns and Volunteers
Based At:	Leatherhead
Salary:	£28,000 - £34,000
Job Purpose and Context	
<p>The post holder will use proven persuasive sales skills and ability to negotiate as well as manage expectations to secure charity of the year and multi-year high value partnerships; researching, identifying and winning beneficiary events and cause related marketing partnerships.</p> <p>The position will cultivate and steward employees within targeted companies to establish key champions with a view to building a strong position for Rainbow Trust during staff nomination/votes as well as developing and making winning proposals/pitches and securing contracted commitments.</p> <p>This position will also be responsible for driving commercial activities including Cause Related Marketing, event/campaign sponsorship and commercial fundraising campaigns in line with our brand guidelines and values. Using strong consultative and negotiation skills the post holder will identify and partner with suitable brands to drive new fundraising initiatives and income.</p> <p>The post holder will live the Rainbow Trust values and effectively communicate with corporate supporters, over the telephone, by email and face to face at various events.</p>	
Areas of Responsibility	
<ul style="list-style-type: none"> • Build and manage pipeline, targeting companies that include those with a synergy to the Rainbow Trust brand • Identify key decision makers and use strong consultative and negotiation skills to articulate the benefits of the Rainbow Trust brand and therefore a potential partnership • Make effective and targeted new business calls, including warm and self-generated leads • Win new partnerships and deliver successful campaigns to meet agreed targets • Leverage contacts and opportunities to gain sponsorship for key events in the charities calendar. 	
Leadership and Strategy	
<ul style="list-style-type: none"> • Participate in the strategic planning and budgeting process for the corporate team • Act as representative of the charity to a variety of external and internal audiences and in diverse contexts • Operate in compliance with relevant legislation, best practice and corporate policy • Commit to Performance Management Process and develop stretching objectives to meet business plan 	

- Take responsibility for own professional development
- Live the Rainbow Trust values

Operational and Project Planning

- Take individual responsibility for agreed objectives, targets and budgets
- Develop project plans to support work programme activity, identifying key milestones, success criteria, KPIs and resource requirements
- Monitor project and work programme progress and report any variance
- Organise own time and resources effectively and use initiative

Working with Customers and Service Delivery

- Maintain effective relationships with donors, supporters, media representatives and suppliers
- Make the fundraising 'ask' as and when appropriate, and support others to do so
- Promote a culture of effective donor care
- Ensure requests for information and action from supporters are responded to promptly and their reasonable expectations are met
- Relay information and supporter contact via the required internal mechanisms
- Ensure that service delivery and contact with supporters is characterised by the principles of good supporter care/donor stewardship
- Deliver direct services to both supporters and colleagues to acceptable professional standards and corporate guidelines
- Report any complaints received to the team from supporters, suppliers or any other external or internal contacts

Developing, Maintaining Systems and Procedures

- Report against plan monthly, identify variance and make appropriate recommendations
- Ensure that data relevant to area of responsibility and activity is appropriately recorded and stored in Fundraising database (thankQ)
- Ensure regular data cleansing is actioned and contacts are current
- Ensure compliance with data protection guidelines and corporate policy

People Management and Development

- Support in the recruitment and retention of high calibre volunteers and interns through effective supervision (following best practice guidelines for managing volunteers/interns)
- Provide volunteers with clear guidance and support

Team Working and Collaboration

- Collaborate effectively with other teams within the organisation, particularly the Corporate, Marketing & Communications Teams, in order to deliver on priorities and objectives
- Liaise with the Marketing & Communications Team to ensure relevant materials are produced to effectively support CRM campaigns
- Act as a source of knowledge and expertise to colleagues
- Champion business improvement and people development initiatives
- Provide guidance and support to junior staff members and volunteers
- Proactively participate in team meetings
- Contribute to team building initiatives and activities

Special Conditions

- It is expected that the post holder will work out of the office meeting supporters and stakeholders and some out of office hours may be required to facilitate this.
- Full driving licence and regional travel may be required
- The list of responsibilities outlined above is not intended to be exhaustive and the

post holder may be required to carry out other reasonable tasks or responsibilities under the direction of a manager