

## **JOB DESCRIPTION**

**JOB TITLE:** Corporate Fundraising Officer

**Unit :** Development & Partnerships

**Present Postholder :** New post

**Grade:** Officer

**Date:** Nov 2023

**Prepared by:** JH/RS/KA

### **OVERALL PURPOSE OF THE JOB**

To provide corporate partnership management and development support to Norfolk Wildlife Trust's corporate fundraising operations,.

To support the delivery of a programme of donor communications, cultivation and stewardship for corporate partners in order to achieve fundraising income targets that support the work of Norfolk Wildlife Trust

### **REPORTING TO**

Corporate Partnerships Manager

### **REPORTING TO JOB HOLDER**

None

### **OTHER WORKING RELATIONSHIPS**

#### Within the organisation

The post holder will work under the direction of the Corporate Partnerships Manager and with members of Fundraising and Membership (the Development team collectively), engagement, nature conservation and nature recovery staff, visitor centres, HQ staff and occasional volunteers.

#### Outside the organisation:

NWT Corporate members ('Investors in Wildlife' ('IIWs')) Corporate sponsors and affinity scheme partners, The Wildlife Trusts centrally (RSWT), other WT's, suppliers, contractors.

### **MAIN DUTIES**

1. Work with the Corporate Partnerships Manager(CPM) to support and develop new and existing corporate fundraising initiatives and to recruit new corporate supporters of NWT.
2. Lead on the relaunch and efficient administration of the Investors in Wildlife scheme, including administering renewals and implementing an ongoing contact strategy.
3. Develop and maintain stewardship relationships with allocated stakeholders (individuals and teams) within the portfolio of NWT's corporate partners in order to maximise income opportunities for NWT.

4. Support the CPM in planning and managing NWT corporate events, seminars and networking opportunities.
5. Work with the Fundraising Officer (Claims) to successfully deliver a programme of corporate work party volunteering, including working collaboratively with other Wildlife Trusts and delivery partners as appropriate.
6. In conjunction with the CPM, Director of Development & Partnerships and Manager Grants and Philanthropy, scope and develop new vehicles for unrestricted (revenue) fundraising related to corporate support (e.g. workplace fundraising, pay roll giving, charity of the year etc)
7. Liaise with the PR & Comms team to deliver a year-round calendar of relevant communications for corporate partners (delivered through print and digital including emails).
8. On completing necessary training, maintain and update accurate and useable records of NWT's corporate supporters, contacts and prospects on the Trust's CRM database.
9. Support the CPM to maintain accurate accounts and prepare internal reporting of performance against set KPIs according to NWT's financial management procedures
10. Research and assess the ethical viability of potential corporate partners and business sectors in order to build a pipeline of prospects.
11. Work with the CPM, to promote the NWT strategy ('A Wilder Norfolk for All') to the Norfolk business community, and help deliver new funding opportunities successfully against the NWT long-term funding plan. This will include attending appropriate networking opportunities to promote NWT as the natural delivery partner charity for partners with ambitions to support Norfolk's wildlife.
12. Work closely with delivery teams (Nature Conservation, Nature Recovery, Engagement, Visitor Services) and the CEO's office) to manage project funding from corporate partners
13. Investigate and act upon emerging trends in corporate Environmental, Social and Governance (ESG) policy and approach as they relate to sustainability and biodiversity.
14. Liaise with colleagues in other Wildlife Trusts and the central resource of RSWT to assess and participate in collective and national corporate partnerships and fundraising opportunities.

**OTHER DUTIES:**

- Ensure that the Trusts Health & Safety Policy and associated guidelines are understood and adhered to.
- Ensure that all organisational policies and procedures are understood and adhered to.

- As a representative of the Trust who will be liaising with a range of external contacts, provide a good image and an accurate understanding of the Trusts mission and activities at all times.
- Undertake other ad-hoc duties and tasks as agreed.

## **ESSENTIAL REQUIREMENTS**

### **Essential Experience**

- A proven track record in relationship management, ideally with experience of corporate fundraising.
- Evidence of consistently meeting income generation targets.
- Demonstrable experience of running stakeholder events.
- Experience of developing and implementing regular communication plans and targeted activity (print and digital).
- Experience of prospect research.
- Experience of working with CRM systems or a good understanding of relationship management databases with a knowledge and experience of entering personal and financial data with a high degree of accuracy, and experience of database interrogation and segmentation procedures.
- Budget management and the ability to devise project budgets and compile financial reports.
- Computer literate, confident in the use of Microsoft Word and PowerPoint, and with the ability to use Excel to an advanced level.
- Current driving licence

### **Essential Personal Qualities**

- Excellent written and oral communication skills with a proven track record of developing and giving presentations to diverse audiences.
- A strong team player who is flexible, enthusiastic, self-motivated, reliable and target driven.
- Able to demonstrate a logical and methodical approach and the ability to develop and implement processes and procedures.
- Good numeracy skills and sufficient experience of financial systems to be able to track and monitor budgets.

### **Preferred**

- A clear understanding of the Code of Fundraising Practice and GDPR

- An interest in and understanding of wildlife and conservation particularly in the context of the work of the Norfolk Wildlife Trust

#### **OTHER RELEVANT FACTORS OF THE JOB**

May be expected to work unsociable hours on occasions (e.g. attending meetings/travelling outside normal office hours).

#### **LIMITS OF AUTHORITY**

- Sign certain correspondence
- Authorise purchase orders

#### **HEALTH AND SAFETY**

Attached with contract.