

East Park

Job Description

Job Title:	Community and Corporate Fundraiser
Responsible to:	Fundraiser
Responsible for:	N/A
Working Environment:	Internal/External

Role Summary

Implementation of East Park's community and corporate fundraising strategy whilst keeping expenditure within agreed limits. Developing strategic and transformational partnerships is critical to growing unrestricted and restricted sustainable income. You will play a key role in securing new partnerships, including charity of choice, and delivering a support lead calendar of activities, developing stewardship journeys to ensure that partners feel valued and understand the impact they are making.

You will:

- Build strong, values-led relationships with corporate and community partners;
- Develop, grow and lead our corporate pipeline to deliver high value partnerships;
- Develop and lead the delivery of successful cultivation events, volunteering days, proposals and pitches;
- Account manage corporate and community partnerships, providing bespoke support to grow income, awareness and goodwill;
- Create and manage a rolling calendar of support lead events and activities, providing participants with a high-quality stewardship journey;
- Work with colleagues across services to identify opportunities and gather impact stories;
- Work collaboratively across the fundraising and communications team to support the overall team strategy.

Duties and Responsibilities

Income generation

- Implement the corporate and community fundraising strategy and ongoing delivery of corporate and community partnerships and events to achieve annual fundraising targets.
- Conduct prospect research to grow the corporate partnerships pipeline.
- Support the delivery of cultivation events, proposals and pitches to secure new partnerships.
- Build relationships with organisations that share the charity's values and meet its ethical policy.
- Create and implement account management plans for each partnership to ensure partnership goals are met and maximise fundraising.
- Represent the charity at partner meetings, networking events and other external events.

- Develop effective relationships with our children, young people and family service colleagues to identify funding opportunities and ensure internal stakeholders are engaged, consulted, and updated appropriately.
- Maintain accurate and up to date records of relationships and activity on Donorfy.
- Write compelling copy for corporate fundraising communications and campaigns.
- Work with the Marketing Officer to ensure materials are on brand.
- Ensure the website is up to date with corporate and community fundraising activity.
- Keep abreast of trends and developments in fundraising, marketing and ECG/Social Value sectors.
- Ensure all activity is run in compliance with the Chartered Institute of Fundraising codes of practice.
- Maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, and in accordance with GDPR and East Park's own data protection policies.
- **Other Responsibilities**
To be committed and adhere to East Park's vision, mission and values.
- To comply with East Park's child protection and adult protection policies and procedures and with national guidance.
- To comply with East Park's code of conduct.
- To observe all health and safety requirements.
- To work within and promote policies in relation to equal opportunities and anti-discriminatory practices.
- To undertake any other reasonably required duties as instructed by line manager or someone acting on their behalf.