

Job Description – Senior Corporate Fundraising Officer

Location:	Home-based
Hours of Work:	37.5 hours (Monday to Friday)
Contract:	One year fixed term contract (Maternity Cover)
Salary:	£30,000 per annum
Reporting to:	Head of Fundraising and Substantiality

Air Ambulances UK

Air Ambulances UK (AAUK) is the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives every day.

Purpose of Post

The Senior Corporate Fundraising Officer will be responsible for securing and managing high value and household name corporate partnerships to help air ambulance charities save even more lives across the UK. The main objectives are:

- Creation and management of a robust and varied pipeline including high value prospects to support business development opportunities and income targets for national partnerships
- Responsible for new business development for partnerships including, identifying, pitching, and securing support within priority sectors
- Develop and deliver a calendar of engaging fundraising events for corporate partners
- Provide exceptional account management to a diverse mix of partners including high value partnerships
- Secure six figure corporate partnerships

Key Responsibilities

Business Development

- To secure new corporate relationships with a particular focus on high value partnerships including strategic partners, commercial and brand partnerships, charity of the year, as well as cause-related and affinity marketing partnerships to contribute to meeting financial targets
- To proactively identify, research, secure and develop six figure partnerships through the creation and management of a robust pipeline
- In conjunction with the Communications colleagues create engaging assets for applications and compelling pitches, delivering pitch presentations virtually and in person
- Work closely with air ambulance charity members to identify and maximise opportunities
- Lead on research and applications for agreed prospects, building long-term relationships with key contacts at prospective partners.

Account Management

- To provide exceptional account management to a mix of national partnerships to ensure partners meet agreed income and engagement targets and other key objectives. Develop and deliver robust partnership plans, maximise income generation and provide strategic direction to maximise growth within each account.
- Generate income from partners through a diverse fundraising mix - including employee fundraising, sponsorship, cause related marketing, and payroll giving.
- To deliver a calendar of key corporate fundraising events, promoting campaigns to corporate partners and building engagement with them and their audiences.
- Manage and organise the production of compelling materials for bespoke campaigns and work closely Communications colleagues to ensure AAUK's campaigns are integrated into partnership plans with a particular focus on Air Ambulance Week

Monitoring and Evaluation

- Monitor, evaluate, and report on the impact of partnerships internally and externally to partners
- Ensuring all partnerships achieve agreed income targets, KPIs and objectives.
- Develop and deliver AAUK's strategic approach to impact measurement.
- Demonstrate impact of AAUK to our members
- Support staff across AAUK to demonstrate the impact of their work.

Strategy

- Contribute to the development and implementation of the AAUK strategy and Business Plan.
- Keep up to date with the latest developments in the charity sector and corporate fundraising identifying key opportunities for AAUK

Other

- Initiate and process changes for continuous improvement and removal of paper-based records and systems across the organisation.
- Represent and be an ambassador for AAUK.
- Work to support AAUK 's vision, purpose, values, goals, and priorities.
- Be flexible and carry out any other associated duties that may arise, develop, or be assigned.
- Report and present to the AAUK Board when necessary
- Support and promote diversity and equality of opportunity in the workplace.
- Comply with legal requirements for fundraising and general activities including GDPR, The Fundraising Code of Practice? and others

Person Specification

	Essential	Desirable
Education		<ul style="list-style-type: none"> • Relevant fundraising qualification
Experience	<ul style="list-style-type: none"> • Two years' experience in either an account management or business development role • Account management of national corporate partnerships • Experience of pitching to national partnerships 	<ul style="list-style-type: none"> • Budget management experience • Experience of pitching and securing six figure partnerships



	<ul style="list-style-type: none"> • Proven track record of agreeing agreed income and engagement targets • Experience of managing a diverse portfolio of relationships 	
Abilities	<p>Outstanding written and verbal communication skills</p> <ul style="list-style-type: none"> • Ability to influence, persuade and negotiate using interpersonal skills • Ability to create creative, innovative and appealing fundraising propositions for potential partners • Ability to create and deliver tailored presentations to varying audiences 	
Skills	<ul style="list-style-type: none"> • Proficient in the use of IT tools such as MS Office • Project management • Excellent networking and relationship management skills • Excellent research skills • Strong attention to detail and high standards in the production of quality work • Self-motivated with the ability to work both alone and as part of a small team 	
Knowledge and Understanding	<ul style="list-style-type: none"> • Understanding of the need to work in collaboration with fundraisers from AAUK's air ambulance charity members • Knowledge of GDPR principles within fundraising • To possess, or have the motivation to develop, a thorough knowledge of the work of Air Ambulances UK and the air ambulance sector 	<ul style="list-style-type: none"> • Knowledge of the Fundraising Regulator Code of Fundraising Practise and its guidelines • Understanding and knowledge of emerging partnership trends in a post covid world
Personal	<ul style="list-style-type: none"> • Influencing and negotiating skills • The ability to work under pressure and to deadlines • Creative and innovative thinking • Enthusiastic and motivated • Motivated by achieving targets, managing multiple tasks, and working to deadlines • Committed team player • Commitment to supporting and demonstrating the Air Ambulances UK values and behaviours in your work internally and externally 	
Other	<ul style="list-style-type: none"> • Driving license • Access to your own vehicle • Willingness to travel, including overnight stays 	

