# **Partnership & Relationship Manager**

Accountable to: Head of Fundraising & Communications

Location: Cardiff (however we have offices around Wales and fully support hybrid flexible working).

Occasional travel throughout Wales when required.

Hours: 35 hours per week (full time).

Salary: Starting salary £32,630 per annum

**Role Overview:**

As an experienced fundraiser and confident communicator, the Partnership & Relationship Manager will be directly responsible for developing the corporate and high value donor portfolio and increasing larger donations from the community, at St John Ambulance Cymru.

With the full support of the Head of Fundraising & Communications the postholder will take a lead role in approaches to companies, high value individuals and groups. The postholder will feel confident in presenting cases for support both in writing and face to face and know the importance of strong relationship management, ensuring robust supporter journeys are put in place, to cultivate and maintain key relationships.

Working with the Head of Fundraising & Communications, the Partnership & Relationship Manager will also support the delivery of any St John Ambulance Cymru cultivation events. The postholder will be a collaborative member of the Fundraising Team, adapting the workplan as necessary to support the priorities of the wider team and organisation as a whole.

**Key duties and responsibilities:**

**Income Generation**

* Develop strong cases for support for St John Ambulance Cymru, including proposal writing and presentations.
* Develop and cultivate a pipeline of prospects, to agreed KPI’s to deliver income projections.
* Deliver best practice in supporter care and relationship management, across corporate, high value individuals and groups.
* Managing a prospect research process to ensure our fundraising approaches are informed and aligned to the charity’s strategy and the corporate partners organisational strategy/individuals personal motivations for giving.
* Being responsible for accurate record keeping on CRM, across role portfolio.
* Working under own initiative to identify new and emerging opportunities that could benefit St John Ambulance Cymru

**Budget Responsibilities**

* Achieving an ambitious income target that supports the delivery of our work at a national, regional, and local level.
* Liaising with the Finance Team to ensure full and accurate reporting of income and expenditure across role portfolio.
* Contributing to the preparation and management of budgets.

**Team and Database**

* Supporting the implementation and delivery of the fundraising strategy.
* Producing accurate and timely reporting on progress against personal work plan and targets to the Head of Fundraising & Communications, identifying challenges and communicating potential solutions proactively and timely.
* Representing the Fundraising Team through engagement with stakeholders, volunteers and the wider public.
* Supporting the development of a high performing team through informative communication and flexibly taking on appropriate tasks as needed.
* Supporting the Head of Fundraising & Communications to deliver strategic initiatives to improve team performance and provide oversight in relation to the team’s workload when requested.

**General Duties**

* Liaising with other departments within St John Ambulance Cymru to help identify cross- working opportunities where relevant.
* Adhering to all St John Ambulance Cymru’s standards, policies, and procedures.
* Complying with data protection regulations, ensuring that information remains confidential.
* Working in a manner that facilitates inclusion, particularly those who are deemed vulnerable.
* Taking an active role in the overall business planning and team meetings and contributing to the continued development of the fundraising programme.
* Keeping abreast of fundraising developments in general and in the charity sector in particular, especially through the use of peer networks, trade bodies and press.
* Representing St John Ambulance Cymru in local media as required.
* Speaking on behalf of St John Ambulance Cymru at events and presentations as required.
* Undertaking any other reasonable duties as requested by the Head of Fundraising & Communications.

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance Cymru. It is expected that the post holder will be as positive and flexible as possible in this regard.

**Person specification**

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| **Requirements** | **Essential** | **Desirable** | **Assessment Method** |
| Qualifications |  |  |  |
| Professional fundraising or marketing qualification |  | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png | Application form |
| Membership of the Institute of Fundraising |  | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png | Application form |
| Experience | | | |
| Demonstrated ability to secure partnerships and donations at a scale | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Proven track record in achieving financial and non-financial targets from the Corporate,  Community or High value individuals. | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| A proven track record in meeting income targets within a defined timescale, including the ability to independently monitor progress against personal income targets | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Experience of presenting and/or public speaking to corporates or high value individuals/groups | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Substantial relationship development and management experience | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Excellent networking skills and the ability to  motivate and influence supporters or customers to reach targets. | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Experienced in developing and delivering plans and budgets | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Experienced in working with and managing volunteers | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Working knowledge of legalities and regulations regarding fundraising practices, e.g. Data Protection, IoF, Codes of Practice, Charity Law | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Skills, knowledge and abilities |  |  |  |
| Excellent presentation and influencing skills in fundraising | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Excellent written and verbal communication skills | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| The ability to work collaboratively with others and quickly establish credibility at all levels | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Proactive with a high level of initiative, positivity and enthusiasm | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Capable and confident in the public eye at social events, meetings and speaking engagements | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Ability to manage and resolve conflicting priorities and team and stakeholder concerns | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| IT skills including Microsoft Word, Excel,  PowerPoint and Outlook and CRM systems | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Strong understanding of community fundraising, as well as the wider charity sector and funding climate | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Personal Attributes |  |  |  |
| Ability to quickly build rapport with others | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Ability to conduct and present self in a highly professional manner at all times | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Can communicate in a persuasive manner and demonstrate strong interpersonal skills | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Self-motivated and a positive attitude | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Resilient and adaptable, able to work well under pressure and thrive on being given challenges and responsibility | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Able to demonstrate commitment to St John Ambulance Cymru values and behaviours | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Willingness to continually update skills and knowledge | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application/ Interview |
| Special Requirements |  |  |  |
| UK driving license and access to own vehicle to travel to events and appointments | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Application |
| Willingness to work flexibly, including travel and weekend and evening work | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png |  | Interview |
| Welsh Speaker |  | C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png | Application |