



FERNE ANIMAL SANCTUARY JOB DESCRIPTION

JOB TITLE:	CORPORATE FUNDRAISER
REPORTS TO:	Finance Manager
INTERFACES:	Trustees CEO Senior Management Team Staff Corporate Supporters External stakeholders Community Volunteers

Purpose of Job:

As a Corporate Fundraiser, you will be responsible for helping to generate income from corporate donors, corporate event days and offering businesses effective measurable ways to deliver their CSR.

You will support the fundraising team with any campaigns and help coordinate the fundraising annual programme and support & lead internal and external events.

You will support the fundraising team to raise funds for the Sanctuary, developing events, donor circles, team building and engaging with corporates on various ways to support Ferne.

Work with the retail teams to organise fundraising opportunities in our stores, and promoting charity retail. As well as supporting the opening of new stores with geographical awareness campaigns in conjunction with our Retail Strategy.

In conjunction with the team, you will be responsible for growing our fundraising channels and seeking new opportunities to generate income for the sanctuary.

Working with the team you will monitor and evaluate our campaigns taking on board any learning to improve our performance as well as providing feedback to the Finance Manager. Work towards meeting key financial annual targets.

Key Tasks and Responsibilities

- Develop and maintain a pipeline of corporate donors by building and managing strong relationships with key contacts for both existing and prospective corporate supporters.
- Build strong relationships with these partners to secure donations for general & restricted funds.

- Maintain & deliver bespoke corporate volunteering days and team building events.
- Identify and engage major donor opportunities.
- Play a lead role in events, such as supporting or leading on delivering events for Ferne and partners. Representing Ferne externally at networking events or key meetings.
- Support the Retail Team with charity shop fundraising events and campaigns, seek corporate partners local to our charity shops.
- Deliver awareness campaigns to support launch of future charity shop openings in line with our Retail Strategy.
- To set up and maintain accurate and up to date records for corporate & major donors and their fundraising activities.
- To be an effective and engaged member of the fundraising team, supporting colleagues, and sharing best practice.
- Inspire new supporters to raise money while maintaining and developing existing supporters.
- Support and contribute to the fundraising strategy and annual business plan.
- Stay abreast of fundraising good practices and legislation, for example but not limited to Fundraising Regulators & Charities Act and ensure these changes are communicated to the Finance Manager
- Maintain accurate records and ensure compliance with GDPR requirements and sanctuary policies.

GENERAL DUTIES

- Maximise income generation opportunities
- Contribute to FRM Committee meetings
- Work with Finance Manager and FRM Chair to construct the agenda, attend and take minutes.
- Promote good relations with the general public.
- Contribute towards the desired climate and wellbeing of employees working and living at the Sanctuary.
- Contribute to Website content, magazines, and e-newsletters.

WORKING CONDITIONS

- You will be expected to work occasional evenings and weekends where needed to support fundraising activities.
- A friendly and positive representation of the Sanctuary must be always upheld especially when working with visitors and members of the public.

The Sanctuary reserves the right to vary or amend the duties and responsibilities of the post-holder at any time according to its needs.

Job Descriptions only reflect 80% of a role and are not an exhaustive list of duties. You will be expected to carry out other activities that are within the scope of the role.

Person specification

- Proven previous experience of fundraising and / or successful Business to Business sales
- An ability to build excellent relationships.

- Excellent planning and organisational skills to multi-task and prioritise effectively.
- Ability to work under own initiative, managing own workload and working collaboratively
- The ability to work under pressure to meet financial targets and deadlines
- Strong attention to detail
- Sound IT skills and a working knowledge of fundraising databases
- Highly organised with good attention to detail
- Excellent time management skills
- Knowledge of the requirements of GDPR