

JOB DESCRIPTION

Job Title: Corporate Fundraiser

Accountable to: Executive Director

Job Summary:

1. To ensure the maximum potential income is generated from the local business sector.
2. Build strong relationships at all levels within the local business community.
3. To nurture existing corporate partnerships and develop new corporate supporters through networking events, meetings, use of fundraising initiatives and corporate events.
4. To work closely with AUKLS&R's marketing team to ensure any potential corporate supporters are communicated with and the relationship developed to its fullest potential.

Duties and Responsibilities:

Key tasks

1. Build up a portfolio of corporate supporters who wish to financially support the work of AUKLS&R.
2. Develop strong and mutually beneficial relationships with relevant staff in target organisations which engender support in response to appeals, campaigns and fundraising activities.
3. Develop and implement corporate fundraising strategies and plans.
4. By using all possible resources, ensure opportunities for corporate sponsorship, payroll giving, Gift Aid, employee fundraising and all other forms of corporate fundraising are promoted correctly.
5. Prepare and deliver presentations to secure corporate support.
6. Write proposals and sponsorship packages for potential corporate funding opportunities, which are within mission and strategy and have clearly identified delivery capacity and agreed budgets.
7. Develop and implement new corporate fundraising initiatives.
8. Organise and manage corporate fundraising events whilst maintaining and reviewing the quality of all corporate led events within the parameters of responsible financial management and positive PR and media coverage.

9. To proactively prospect all Charity of the Year opportunities, pro-bono work and staff fundraising opportunities.
10. Maintain, promote and develop long-established AUKLS&R fundraising activities including the EngAGE Business Club, Charity of the Year relationships, the annual golf tournament, the AUKLS&R scratchcard, the National Age UK Christmas raffle, the Charity's reduced will writing campaign and the Age UK Big Knit initiative.
11. To research, develop and keep up to date our database of organisations and supporters.
12. Utilise CRM systems to track supporter engagement and tailor stewardship strategies based on data insights.
13. To produce regular e-newsletters to distribute to those supporters to keep them up to date on the work of the Charity.
14. To provide exceptional support to our corporate supporters through meetings, events and personalised communications.
15. Develop engagement initiatives that connect supporters with AUKLS&R's mission.
16. Ensure all interactions deliver a positive donor experience.
17. Produce targeted reports for funders that highlight the impact of fundraising support that resonate with donor values.
18. Drive online income generation through effective use of digital fundraising platforms, social media and supporter journeys.
19. To work with operational colleagues to ensure the effective delivery of employee volunteering opportunities.
20. To recruit volunteers ensuring they are used as often as possible to support and expand corporate fundraising activities.
21. Follow market trends and developments within the corporate sector.
22. Ensure via corporate fundraising, all opportunities are maximised to generate awareness and understanding of the Charity and the work we do.

Training and Development

1. Undergo mandatory and departmental training and development as required.
2. Evaluate training undertaken and integrate it into your work programme.

Health and Safety

1. Adhere to Age UK Leicester Shire & Rutland's Health & Safety Policy and related policies mentioned therein.
2. Where applicable ensure project activities are risk assessed in line with the organisation's Health and Safety policies and procedures.

Working Practices/General

1. As well as the Health & Safety policies and procedures above, adhere to and implement all other Age UK Leicester Shire & Rutland's policies and procedures as well as the Personal Care Policies if relevant to your role.

Details of these and other Age UK Leicester Shire & Rutland policies can be found in [F:\COMMUNAL FOLDER\POLICIES](#) or on the Select HR self-service portal.

2. Age UK Leicester Shire & Rutland is committed to its charitable aims and fundraises in order to provide accessible services for the older people of Leicester, Leicestershire and Rutland. Age UK Leicester Shire & Rutland expects all its employees to partake, when possible, in events which support these charitable aims.
3. Age UK Leicester Shire & Rutland expects all staff to have basic IT skills to enable them to use the systems within the organisation and have a willingness to embrace new technology as it is introduced. Training will be provided to staff who require it.
4. To undertake any other duties that may reasonably fall within the purview of the job.

This Job Description sets out the responsibilities of the post at the time it was drawn up. Such responsibilities may vary from time to time without changing the general character of the post or level of responsibility entailed. Variations are a common occurrence and do not of themselves constitute additional responsibilities.

Signed: _____

Date _____

Please print name: _____