

Corporate Partnerships and Fundraising Manager

Responsible to:	Head of Development
Location / Hours:	Permanent based in Birmingham hybrid. 5 days per week 30-35 hours per week
Salary	circa £40,000 (FTE) dependent on hours and experience
The LionHeart values are	Compassion Flexibility Professionalism Integrity

We expect staff to show due regard for these values when performing their duties and representing LionHeart and to bear these values in mind when making decisions at work.

The Corporate Partnerships and Fundraising Manager will play a leading role in the execution and delivery of our ambitious income generation strategy.

This role is responsible for identifying, cultivating and managing relationships with existing and potential corporate partners within the RICS community.

In collaboration with the Supporter Engagement and Fundraising Manager you will be responsible for building meaningful relationships that will generate sustainable income. You will develop and maintain relationships with staff at a similar level in partner organisations to deliver on our ambitious income generation strategy and be part of our journey to breakeven over the next four years, whilst raising awareness of LionHeart, our services and impact for the people we support. The post holder will be responsible for creating relevant fundraising material and developing fundraising activities whilst building and accessing a network of Corporate Champions and monitoring performance against the income generation strategy.

You will be responsible for managing and mentoring the Corporate Partnerships and Fundraising Account Executive.

Key Responsibilities

Corporate Partnerships

- Develop and implement a corporate engagement stewardship plan.
- Identify and research potential corporate partners aligned with LionHeart's overall strategy.
- Build and maintain long-term relationships with corporate partners.
- Deliver compelling partnership proposals, presentations, and reports tailored to corporate audiences.
- Negotiate and manage partnership agreements, ensuring mutual value and impact.

Fundraising Strategy & Execution

- Contribute to the overall fundraising strategy and annual income targets.
- Plan and execute corporate fundraising campaigns and events.
- Collaborate with the communications team to deliver high-impact campaigns and recognition plans.
- Monitor and evaluate fundraising performance, providing regular reports and insights to the board and senior leadership.

Stewardship & Reporting

- Ensure excellent stewardship of corporate partners through regular communication, impact reporting, and engagement opportunities.
- Maintain accurate records of all corporate fundraising activities using our CRM system.

Team Leadership and Management

- Line manage the Corporate Partnerships and Fundraising Account Executive, providing clear direction, support, and professional development.
- Delegate tasks effectively while fostering a collaborative and empowering team culture.
- Conduct regular 1:1s, performance reviews, and goal-setting sessions.

Strategic and operational planning, monitoring and reporting

- Responsible for the planning, budgeting and monitoring of fundraising activities, monitoring results and reporting progress against targets and budgets.

- Contribute to the organisation's overall strategic thinking and annual budgeting planning cycle in reference to fundraising.

The role will involve occasional travel and/or unsociable hours for which we have a flexi time system in place. From time to time, you may be asked to include new areas of work in your role or provide cover for other responsibilities. These will be commensurate with your existing role.

Main Responsibilities

Contribute to the effective management of LionHeart

- Work closely with the Head of Development to deliver on the Income Generation Strategy.
- Contribute to the annual work plans and work closely with the Senior Leadership Team to develop relevant operational plans.
- Monitor and feedback to Senior Leadership Team on progress against milestones and targets.
- Identify and develop opportunities to raise awareness of the work of LionHeart and opportunities to reach new audiences.
- Provide support, supervision and direct line management to the Corporate Partnerships and Fundraising Account Executive.
- Set and monitor budgets for the team.
- Work with Communications Manager in accordance with LionHeart's Communications Strategy.

Income Generation

- Build and sustain long term relationships with new and existing corporate supporters, professional groups and associations to generate sustainable income in line with the income generation strategy.
- Work with new and existing partner firms to promote LionHeart to RICS members, simultaneously raising awareness of what we do and securing increased corporate donations and corporate fundraising activity and individual donations and fundraising income.
- Work with communications team and RICS staff to maximise the potential of the annual RICS subscription process to secure increased donations from corporate firms and members working at those firms.
- Work with RICS to advise on changes to the RICS technical process, create key fundraising messages and develop a joint communications plan, ensuring these

messages are embedded in all appropriate communications delivered by LionHeart and RICS.

- Ensure compliance with relevant regulations.
- Monitor and record results, ensuring that all those contributing are thanked and stewarded in a timely and meaningful manner, including social media where relevant.
- Design and deliver a plan to promote LionHeart's Client Account Giving scheme to corporates, liaising with the RICS corporate partnership and regulatory teams as required.
- Develop materials to support fundraising events held by professional groups and associations and individuals within them, ensuring that these opportunities are maximised and results are appropriately shared and celebrated.
- Identify and respond to new fundraising opportunities as they arise, ensuring that any new activity is supported by a timely and compelling business case including a robust assessment of potential return on investment.

Cultivation and stewardship

- Design and deliver engaging cultivation and stewardship communication plans that are tailored to meet the needs of donors and different ways of giving.
- Ensure all donations related to corporate giving are thanked in a prompt and meaningful manner.
- Support the CEO and other colleagues in engaging individuals and groups of supporters, with tailored briefings, reports, research and other guidance/advice.
- Provide engaging, credible and robust reports for supporters on services and impact.
- Review and develop options for corporate fundraising such as payroll giving and matched funding.
- Provide an excellent standard of account management with all partner firms and as part of this develop fundraising plans for each firm.
- Actively seek and initiate opportunities to promote LionHeart and donation options at corporate partner and other relevant interested organisations' events.
- Provide fundraising messaging for the CEO and Head of Development to support engagement with corporate and other partners.
- Contribute to the content of the annual Impact Report to ensure it is engaging for current and potential supporters.

Raising awareness of LionHeart

- Work with the Communications Manager in line with the Communication Strategy to ensure that all relevant communications include up-to-date and engaging fundraising messages tailored to meet the needs of distinct audiences as necessary.
- Work with other teams to ensure fundraising messages are disseminated to other key stakeholder groups (for example, LionHeart Ambassadors and trainers) and providing training, information and resources as necessary.
- Actively seek and initiate opportunities to promote LionHeart and donation options at corporate partner and other relevant interested organisations' events.
- Attend and speak at RICS, partner firm or fundraiser events and other networking opportunities, representing LionHeart in a variety of settings whenever a specific fundraising message is required.
- Maintain a suite of appropriate fundraising materials that can be used in a variety of channels, securing sign off for these with the Communications Manager.
- Work with communications colleagues to ensure that the LionHeart website contains appropriate fundraising information, stories and opportunities to get involved, including easy ways for supporters to donate.
- Ensure that LionHeart is represented on other appropriate online giving platforms (for example, Just Giving) and supporters are made aware of these.
- Ensure LionHeart colleagues are confident in delivering key fundraising messages when attending external events and can offer contactless donation option.

Strategic and operational planning, monitoring and reporting

- Prepare annual budgets, operating plans, activity schedules to meet agreed fundraising targets.
- Report regularly and transparently on progress to date and against targets, provide income forecasts and highlight any emerging risks and/or opportunities to future income.
- Contribute to broader strategic discussions, ensuring that the fundraising perspective is shared appropriately and in a timely fashion with colleagues.
- Identify new measures for fundraising to ensure we are using our data effectively to inform and advance our Income Generation Strategy.

Maintaining processes and systems

- Work with the finance team to accurately process income, bank and acknowledge donations, and record donations in accordance with LionHeart's policies and procedures.
- Administer and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Keep accurate and timely records of all work, correspondence and transactions. Use and analyse data effectively to identify and act on new opportunities/threats and respond to emerging trends.
- Ensure that all relevant information relating to supporters is logged on the CRM database and that records are kept confidential and comply with data protection regulations.
- Work with third party fundraising providers to ensure our donation processes are compliant, efficient and accurate.
- Keep up to date with current Institute of Fundraising and Fundraising Regulator guidelines and best practice and any other relevant legislation and regulations affecting fundraising practice including due diligence, GDPR (data protection, privacy and marketing consent), Gift Aid, Direct Debits and working with vulnerable persons.

Co-ordination of joint LionHeart /Corporate partners activities and initiatives

- Work with the Head of Development to maximise collaborative opportunities with corporate firms.
- Liaise with corporate firms regularly by phone and face to face contact to ensure LionHeart maintains a high profile and identify and pursue methods for improving interaction.
- Ensure that partners have an up-to-date Partnership Agreement.
- Working with the Communications Team to ensure that partnership activities with corporate partners are appropriately publicised.
- Co-ordinate all materials provided to corporate partners to promote LionHeart
- Take ownership of all corporate partnership relationships so that all appropriate action points regarding working with corporate partners are delivered on time.
- Seek regular feedback from corporate partners on the provision of support from LionHeart through the corporate partner programme. Share feedback with

appropriate teams to ensure current service provision is appropriate and relevant to RICS members.

Training coordination

- Liaise with the Training and Wellbeing Projects Manager to ensure that partner events are delivered on time and on budget and that partners are kept informed.

PERSON SPECIFICATION

Corporate Partnerships and Fundraising Manager

All elements of the person specification are essential unless otherwise indicated

	Assessed by application form	Assessed at interview	Assessed via test(s)
Qualifications			
Degree level or equivalent	Yes		
Experience			
Demonstrable experience of working in at least two of the following fundraising disciplines: community fundraising, corporate fundraising, individual giving and/or events management - and proven track record of meeting objectives	Yes	Yes	
Demonstrable experience of building and sustaining strong relationships with significant external stakeholders (such as corporate partners, major donors etc) to deliver objectives	Yes	Yes	
Demonstrable experience of planning and organising events (supporter, community or other), supporter activities and/or other fundraising initiatives or projects	Yes	Yes	
Experience of financial management including preparation, monitoring and reporting on income and expenditure budgets	Yes	Yes	Yes
Experience of managing and maintaining a fundraising database/CRM system	Yes	Yes	
Experience of writing newsletters and fundraising materials such as leaflets, proposals, appeals, donor reports, donor letters, and/or other promotional material	Yes	Yes	Yes
Desirable experience:			
Prospect research	Yes	Yes	
Financial information management and analysis	Yes	Yes	
Design and delivery of cultivation and stewardship programmes	Yes	Yes	
Experience of Dynamics 365	Yes	Yes	

Skills and abilities			
Excellent project and prioritisation skills to set up and deliver projects on time and target, whilst managing competing priorities	Yes	Yes	
Excellent presentational, storytelling and public speaking skills	Yes	Yes	Yes
The ability to build and maintain partnerships with range of external and internal stakeholders	Yes	Yes	
Able to write persuasive copy that is both succinct and compelling, tailored to different audiences and channels-	Yes	Yes	Yes
Able to work well independently and as part of a team	Yes	Yes	
Able to proactively source, analyse and use quantitative and qualitative information to aid decision making and strategic planning	Yes	Yes	
Knowledge and understanding			
Knowledge of fundraising legislation and regulations including Institute of Fundraising Code of Practice and current data protection	Yes	Yes	
Broad understanding of the key issues and developments in the voluntary/not for profit sector	Yes	Yes	
Desirable Knowledge and Understanding	Yes		
Understanding of professional bodies and their relationship with benevolent funds	Yes	Yes	
Legacy marketing and administration	Yes	Yes	
Understanding of relationship fundraising principles and best practice	Yes	Yes	
Other attributes			
Highly resilient and calm under pressure	Yes	Yes	
Reliable and enthusiastic team member	Yes	Yes	
Self-motivated, flexible and achievement focused, with a positive outlook and problem-solving attitude	Yes	Yes	
Commitment to LionHeart's charitable objectives and empathy with the people we help.	Yes	Yes	

Other requirements:

- Flexibility as some meetings or events will be outside of the flexi system hours of 8am – 6pm Monday to Friday.
- Demonstrate a commitment to and awareness of equal opportunity and promote equality and diversity in the workplace.