

Corporate Partnerships Fundraising Executive (Business Development)

Job Level	Level 3	Job Reference No:	11113
		Role review date:	March 2025
Directorate	Fundraising	Function	Partnerships
Service	Corporate Partnerships	Reports to:	Corporate Partnerships Manager Business Development (BD)

Scale and scope of role

Direct reports	0	Indirect reports	0
Budget responsibility/accountability	c.250k p.a. supporting the team to raise this via emergency appeals and partnership opportunities.	Accountable for other resources	

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

The Corporate Partnerships (CP) team at the British Red Cross is a highly successful and dynamic team that generates millions of pounds each year to support the charity's work in the UK and around the world. The Business Development (BD) sub-team focuses on identifying, securing and developing strategic partnerships with businesses. These partnerships enable us to raise funds for people in crisis, fully draw on the skills, resources and capabilities of businesses and enable our corporate partners to achieve their strategic goals. The purpose of the role is to support the whole team to develop and grow these partnerships through research, communications and effective reporting whilst managing their own prospect and partner relationships.

You will be empowered to lead on some smaller projects as well as overseeing and managing some of our partners. You will also be accountable in the BD team for raising income through emergency appeals and helping with support and communications to our emergency donors exploring ways that they can support the British Red Cross's work long-term.

You will be a valued and active member of the CP team in a role that has a great variety of learning and development opportunities within a thriving organisation.

Key responsibilities

Team Member

- Actively participates in all team meetings.
- Supports other team members.
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics).

Business Development

- Research: Identify, research, and review potential new partnership opportunities.
- Communication - copywriting and design: Support with the development of compelling proposals, funding applications, presentations and concept notes for funding support.
- Communication – presentation and verbal communication: Represent the British Red Cross at new business meetings discussing our work confidently and engagingly and using active listening and negotiating skills to explore connections between our organisations.
- Communication – written communications: Select and tailor communications and events opportunities to bring prospects and supporters closer to our work.
- Communication – internal stakeholders: Proactively develop relationships with colleagues across the charity to build knowledge of our work and opportunities for prospects and supporters.
- Administration: Ensure the smooth transition of any new partnerships over to our account management team, delivering good donor stewardship and management. Support the team with the general administration around new business activity from updating contact databases to supporting with invoices.

Pipeline Development

- Finance and reporting: Manage the new business pipeline of opportunities in line with the BD strategy and report to the Senior Manager BD, ensuring it is targeted and up-to-date, and includes opportunities to develop relationships with emergency donors into longer term partnership. Track progress of target companies and proposals through the team pipeline and provide internal reporting to the BD team. Support the BD managers to review and prioritise approaches and to ensure a weighted (risk assessed) pipeline is accurate so that it can provide data for forecasting and budgeting.
- Research: Act as point of contact with the prospect research team ensuring that research requests are prioritised and fulfil the brief.

Emergency Fundraising

- Communication – written/verbal: Maximise opportunities for additional income and non-financial support from new contacts during emergencies or other one-off appeals. Engage with existing contacts to solicit additional support. Work with the wider team to ensure an agreed number of new prospects are turned into longer term partnerships.
- Reporting: Support the wider team in the development of their approaches to their emergency contacts and in reporting to emergency contacts, engaging them further with the charity.

Leveraging additional support

- Planning and research: Help identify and create added value opportunities working with current prospects that leverage both financial and non-financial benefit for the British Red Cross including gift in kind and pro bono opportunities.

Fundraising best practice

- Develop and maintain best practice fundraising, communications and new business processes and resources, and share them with other key internal stakeholders as well as across the Red Cross Red Crescent Movement as appropriate.

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales – Disclosure and Barring Service (DBS)
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<ul style="list-style-type: none"> None
Scotland
<ul style="list-style-type: none"> None
Northern Ireland
<ul style="list-style-type: none"> None

Drivers Check - Required – No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
<ul style="list-style-type: none"> Understanding of corporate social responsibility and interest in working on charity/corporate partnerships 	S	I	A
<ul style="list-style-type: none"> Well Developed Microsoft 365 skills 	S	I	
Desirable			
<ul style="list-style-type: none"> Experience of a contact management database 	S	I	
Experience	S	I	A
Essential			
<ul style="list-style-type: none"> Proven experience of working for a charity in a fundraising role or for a company/agency in a marketing, sponsorship or sales environment. 	S	I	
<ul style="list-style-type: none"> Experience of forming strong working relationships with internal and external stakeholders 	S	I	
<ul style="list-style-type: none"> Experience of relationship development and management. 	S	I	
<ul style="list-style-type: none"> Experience of planning activities on a large or complex partnership, with evidence of working with senior people within that organisation and multiple stakeholders. 	S	I	
<ul style="list-style-type: none"> Experience of meeting financial targets 	S	I	
<ul style="list-style-type: none"> Experience of collaborating with internal stakeholders to ensure activities and projects are delivered successfully. 	S	I	
Desirable			

<ul style="list-style-type: none"> • Experience of managing multiple and/or complex projects 	S	I	
Additional requirements			
Essential <ul style="list-style-type: none"> • Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. 		I	
Values in Action			
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 	S	I	

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.