

SCOTTY'S LITTLE SOLDIERS

Job Description

Job Title: Corporate Fundraising Manager

Reporting To: Chief Executive

Location: Home based

Introduction:

Scotty's Little Soldiers is the leading charity supporting bereaved British Forces children. The charity was established in 2010 by Army Widow Nikki Scott following the death of her husband, Cpl Lee Scott, in Afghanistan in 2009.

The charity delivers its support through 3 Assistance Programmes; Smiles, Support and Strides.

'Smiles' includes a range of fun based activities designed to help beneficiaries to smile again following the loss of a parent and to break down barriers allowing more emotional support to be provided.

'Support' aims to deal with the more emotional side of bereavement and the charity works closely with partners Winston's Wish to offer professional bereavement counselling.

'Strides' is focused on long term personal development and is largely constructed of a range of development grants.

Mission:

The relief of the mental, emotional and financial distress of children and young people for the benefit of the public who have suffered the death of a parent either: in the line of duty when serving in the British armed forces; after suffering from post-traumatic stress disorder related to their time as a serving member of the British armed forces; or as a result of an illness for which they were medically discharged from their role as a serving member of the British armed forces.

Job Purpose:

The key aspects to this role are:

- To meet and exceed annual income targets and key performance indicators.
- To develop a corporate fundraising strategy for Scotty's Little Soldiers in conjunction with the Chief Executive and board of Trustees.
- To develop and maintain a comprehensive Charity of the Year calendar.
- To establish a pipeline of future corporate fundraising partners.
- To work with existing corporate supporters to maximise income potential.
- To explore new income opportunities for the charity from corporate partners.
- To provide professional account management support to corporate partners.
- To explore opportunities for organisations to provide added value through volunteering or gift in kind.

Key Relationships:

Scotty's is a relatively young charity with a small team. The successful candidate will need to be self-motivated and able to work independently. The role will report directly to the Chief Executive and a good working relationship with all other members of staff will be required.

Main Responsibilities:

- With the senior management, development and implementation of a corporate fundraising strategy.
- Development and management of a robust pipeline of future partners.
- To engage and secure new corporate partners.
- To maintain relationships with existing partners and maximise income potential.
- To evaluate and record the success or otherwise of each partnership.
- To communicate progress and successes to the rest of the team.
- Presenting monthly progress updates to the senior management team.
- To proactively undertake research into the sector to help develop new opportunities.

Knowledge and Experience:

- Proven track record of delivering results working both within a team and independently.
- Experience of account management, ideally within the third sector but commercial experience also considered.
- A sound track record of developing successful relationships in order to maximise income.
- Experience of using Windows based software packages including Word and Excel (or similar), email and the internet.
- A proven record of demonstrating initiative and creativity to meet objectives set.
- Strong presentation skills with an ability to produce informative reports and updates.

Personal Characteristics/Specification:

1. Passionate about working within the third sector and providing support to disadvantaged children and young people.
2. A commitment to the core mission of Scotty's Little Soldiers and a desire to help the charity continue its growth in order to meet its objectives.
3. To respectfully represent the charity externally and help to maintain and enhance its reputation.
4. A self-motivated, productive and well organised individual with excellent communication and presentation skills.
5. An ability to develop creative strategies and plans, and to implement, monitor and evaluate projects.
6. A well-developed ability to work collaboratively with internal and external partners in order to maximise results.
7. A proven ability to lead projects and of demonstrating initiative and creative thinking.

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