



THE ROYAL BRITISH LEGION

JOB DESCRIPTION

Job Title:	New Business Officer
Reporting to:	Senior New Business Manager
Role Purpose:	To secure long-term, mid value, mutually beneficial and industry leading national corporate partners across a range of fundraising streams

Key Responsibilities:

Finance

- Leading on the acquisition of new business prospects for mid value partnerships (typically raising £20k-£50k each per year)
- Processing the team's financial transactions, including processing unsolicited and solicited donations, raising trading invoices and managing the thanking and recording process – this responsibility is shared between all Officers in the team
- Providing support to the Senior New Business Manager to monitor and report on new business income and expenditure budgets

Donor acquisition

- Researching prospective sectors and companies, sector activities and the business marketplace, to compile lists of key targets (the pipeline), as agreed with the Senior New Business Manager and Head of Corporate Partnerships
- Providing support to the Senior New Business Manager to implement the new business strategy to ensure sustainable income growth and development of mutually beneficial partnerships
- Assisting the Senior New Business Manager and Head of Corporate Partnerships with the preparation of high quality and creative presentations and proposals
- Supporting the Senior New Business Manager to create and implement processes to enable seamless handover of new business to the account management team

Relationship management

- Develop successful relationships across Fundraising and the wider organisation and ways of working to aid new business success
- Providing logistical support for corporate partnership team events and ensure high quality stewardship for new business prospects

Legal & Compliance

- Work with the Senior New Business Manager to ensure any relevant companies/sectors are taken to the Ethics Committee for approval prior to working in partnership; and ensure any prospects meet our due diligence criteria.
- Negotiate terms and contracts with potential new corporate partners, ensuring compliance with Charity Law and copy approval procedures

General

- Managing a specific project or ongoing element of the team's work, including coordinating our communications planning, volunteering activity, compliance monitoring and liaison with other teams across the Legion
- Responsibility for maintaining accurate records on the CARE database of new business activity

This job description reflects the current scope of duties and responsibilities of the role. The post holder may be asked, and is expected, to undertake any other duties commensurate to the grade of the post. As duties and responsibilities change and develop, this job description will be reviewed and may be subject to amendment.

GENERAL

- To work in accordance with The Royal British Legion's shared values of **Service; Collaboration; Passion; Excellence; Valuing our people** which underpins the fundamental beliefs and qualities of who we are and what we do.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and relevant legislation, including reporting any health and safety hazard immediately you become aware of it.
- To work in accordance with the General Data Protection Regulations and Data Protection Act 2018.
- It is clear that due to the nature of the work of the Legion, the post holder may have access to material which is confidential. It is a condition of their contract of employment that they ensure that no confidential material is leaked from the department to unauthorised personnel.
- To implement the Equal Opportunities Policy into your daily activities. Royal British Legion is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. All employees are required to work in accordance with the Equality Act (2010).

PERSON SPECIFICATION

CRITERIA	ESSENTIAL / DESIRABLE	HOW TO BE MEASURED APPLICATION/INTERVIEW/ ASSESSMENT/CERTIFICATE
QUALIFICATIONS		
Good standard of general education to A-level or equivalent	E	Application/Certificates
KNOWLEDGE & EXPERIENCE		
Experience of prospecting and securing new business undertaken in a charity, marketing or sales role	E	Application/Interview
Demonstrable experience of working in a customer focused role	E	Application/Interview
Experience of negotiating agreements (including budgets and KPIs)	E	Application/Interview
Experience of analysing information and drafting reports	E	Application/Interview/ Assessment
Demonstrable track record of effective administrative work	E	Application/Interview Assessment
Good working knowledge of Microsoft Office packages	E	Application/Interview
Experience of working with database systems	E	Application/Interview
Experience of working in a charitable organisation	D	Application/Interview
Demonstrable event management experience	D	Application/Interview/ Assessment
Experience of drafting contracts and amending legal templates accurately	D	Application/Interview
SHARED VALUES AND BEHAVIOURS		
Service We support and serve. We are compassionate. We provide great customer care to all the people who come into contact with us. We are accountable and act with integrity.	E	Interview
Collaboration We value working together and with partners to achieve shared goals. Through strong communication and support, we build trust with each other and treat everyone with respect and honesty.	E	Interview
Passion We are passionate about our role and contribution. With a positive outlook we are resilient and committed to our work.	E	Interview

Excellence We strive to be the best we can. We are effective and efficient. We are bold. We are open to new ideas and approaches, challenge each constructively and are willing to learn.	E	Interview
Valuing our People We support, encourage and provide opportunities for all our people – ensuring we recognise and value everyone’s contribution.	E	Interview
SKILLS & ATTRIBUTES		
Excellent attention to detail and ability to work in a fast-paced environment	E	Interview/Assessment
Effective interpersonal skills – able to engage effectively with a range of audiences externally and internally	E	Interview
Strong ability to research prospects and sectors, and analyse the results effectively	E	Interview
Excellent creative writing skills and ability to create bespoke proposals for corporate audiences	E	Interview
Strong team player - able to work effectively with other team members, wider Legion and diverse client groups	E	Application/ Interview
Strong IT skills – competent user of MS Office, including Word, Excel and PowerPoint	E	Application/ Interview & Assessment
Empathy with mission and values of the Legion	E	Interview
Good understanding of the economy, business sectors and corporate fundraising	D	Interview