

Job Title: Corporate Partnership Executive (Shropshire and Herefordshire)

Reporting To: Corporate Partnership Manager

Job Summary:

As part of Midland Air Ambulance Charity's (MAAC) corporate team, the Corporate Partnership Executive (CPE) is responsible for taking a proactive approach to raising the profile of the charity and deepening relationships with businesses in the communities we serve.

You will provide support to the Corporate Partnerships Manager (CPM) and the wider team helping to implement the corporate fundraising strategy via in person and online engagement methods, leading on activity within Shropshire and Herefordshire.

Your focus will be to ensure income growth from corporate sources and activity comprising of new business development, account management and affiliate partnerships. As a longstanding charity, we have established networks in place, however alongside this the post holder will need to innovate and develop new ways of working in line with the ever-changing external environment (i.e., global/national trends, corporate best practice such as CSR and ESG) as well as in response to opportunities and challenges happening in the south of our region.

Main Duties of the Post:

The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures, and practices of MAAC which may be amended from time to time.

Our Corporate Partnership Executives are the leading force for engagement with businesses within the regions they serve. You will need to build a diverse network of contacts and relationships by using a range of engagement methods (including, networking, LinkedIn, and other business platforms).

Making an impact every day you will:

- Work with the Corporate Partnerships Manager to support the delivery of the fundraising strategy, helping to develop and deliver regional plans to support growth and development, focusing on building strong and long-lasting relationships which will increase income and loyalty to the charity.

- Achieve agreed annual and longer-term targets, including progression along the prospect pipeline and growing MAAC's portfolio of corporate support.
- Support the development of a robust prospect pipeline of opportunities by researching, identifying, and cultivating leads, re-engaging lapsed supporters and generating potential leads in collaboration with the Fundraising team.
- Adhere to the corporate partnership supporter journey process to ensure partners receive a gold standard level of support, ensuring they feel valued and build loyalty.
- Create bespoke partnership plans which best fit each individual corporate supporter's objectives. Utilise the cross-organisation portfolio of products and engagement opportunities to raise awareness of MAAC's impact and relevance.
- Work collaboratively with other income streams such as Legacies, Volunteering, Trading, Education and Training and Community/Events to add value to relationships and to steward individual supporters.
- Keep abreast of the fundraising landscape generally in the specified region, spotting opportunities, emerging trends, and aligning with MAAC's objectives and priorities.
- Play an active role linking with the fundraising team, to ensure join up around specific areas of fundraising focus.
- Manage support and donor records for the specified region, produce regular reports and analysis of progress via CRM system.
- Give presentations, talks and pitches to a variety of audiences to increase awareness of MAAC and generate support for the charity.
- Provide support and guidance to those who wish to raise funds for MAAC including awareness on legislation, health and safety issues, and licensing regulations.
- Support other areas of the wider fundraising team when instructed by the Corporate Partnerships Manager and/or the Head of Fundraising and Engagement.
- Work on other fundraising projects, sometimes outside the scope of the corporate portfolio, as directed by the Corporate Partnerships Manager and/or Head of Fundraising and Engagement.

General Responsibilities:

Meet agreed annual fundraising targets:

- Manage existing relationships to ensure continuity of supporter journey and maximise engagement.
- Achieve agreed income targets, working with the CPM to monitor and forecast on a regular basis and take agreed remedial action when necessary.
- Develop new fundraising approaches for consideration by the CPM and Head of Fundraising and Engagement, implementing any approved actions.
- Stay in regular touch with new and existing supporters to encourage new or increased giving, adopting a personal and tailored approach.
- Identify new routes, channels, and audiences to expand the prospect pipeline and increase overall giving to the MAAC network.

- Provide support to the Grants and Trusts Manager by identifying any corporate foundations where we meet the criteria.
- Adhere to the Fundraising Regulator's Code of Fundraising Practice in all aspects of the role.

Developing our corporate support

- Working with the Corporate Partnerships Manager to develop the Corporate Fundraising plans, in line with the organisation's strategy, implementing core activities and identifying other potential regional opportunities
- Steward corporate supporters by providing strategic opportunities.
- Work to grow payroll giving contributions from corporate supporters in the region
- Support the Corporate Partnerships Manager in creating, delivering, and promoting a calendar of corporate events.
- To work with other teams in Fundraising to pass on supporters and generate potential leads for teams such as Events, Individual Giving and Legacies
- Work with colleagues in Trading via Gift in Kind, corporate volunteering, and merchandise to maximise engagement and revenue.

New business development

- Feed into and action the prospect pipeline ensuring sustainable corporate revenue.
- Identify and build long term relationships with key companies and business leaders to encourage financial and long-term support for MAAC within the region.
- Identify and secure formal Charity of the Year partnerships.
- Develop opportunities for affiliate partners to be managed in house.

Networking, collaboration, and communications:

- Build your network and raise awareness of MAAC through local networking events and by utilising social media.
- Work collaboratively with the Marketing and Communications team to ensure all partnerships and incentives are achieving Press and PR targets by working with local media channels.
- Build effective and consistent working relationships with internal and external stakeholders and to engage and enthuse them about activities of the Corporate Fundraising team.
- Work closely with the wider Fundraising team to ensure all opportunities maximised, and knowledge sharing takes place.
- Speak on behalf of the Charity at events/presentations as required (including virtual participation)

And any other relevant duties as may be required.

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification, and barred list checks, which will be required before commencing duties.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment, including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their

role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

DISCLOSURE AND BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during your employment

SAFEGUARDING

The Charity has a zero-tolerance approach to the abuse of children, young people, and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to always provide a non-judgemental service.