

Corporate Partnerships Executive

Charity: When You Wish Upon a Star
Role: Corporate Partnerships Executive
Location: National - NW Office (Stockport) or Head Office (Nottingham)
Salary: £29,500 pa
Reports to: Head of Fundraising

CHARITY OVERVIEW

When You Wish Upon a Star has a simple mission, to grant the Wishes of children living with a life threatening illness between the ages of 4 to 16 years of age. The charity was founded in Nottingham by Barbara White OBE who was so inspired by a seriously ill four year old with a dream to meet Mickey Mouse that she wanted to bring smiles to the faces of many more brave and courageous children. Our Wishes have the power to transform the lives of the children and families we work with and since 1990 we have proudly granted over 18,500 Wishes across the UK.

We believe every child deserves to smile and we can provide time away, giving children and their families something to look forward to through times of uncertainty and often financial as well as emotional strain. Wishes allow the family to put their child's illness on hold as they have fun and create precious memories.

Some children wish for iPad's so they can keep in contact with their friends and family whilst in hospital. Others wish is to swim with dolphins and meet all their favourite characters in Disney World, Florida. We also organise days out and treats for our Wish Children like our incredible Harry Potter-themed trips on-board the beautiful Belmond Northern Belle train. We can also provide specialised equipment which improves their quality of life immensely, for example a Pea Pod Chair which gives effective postural support for use by children with certain disabilities.

JOB DESCRIPTION

JOB PURPOSE

The Corporate Partnerships Executive will be responsible for supporting the delivery of the charity's corporate fundraising strategy to ensure the corporate income budget is met and exceeded. This will involve the successful account management of existing corporate supporters as well as identifying and recruiting high-value relationships with new corporate funders to support a number of major events and campaigns, including our annual Lapland Flight. The role involves the development of successful partnerships with corporate supporters through donations, sponsorship, employee fundraising and events.

KEY RESPONSIBILITIES

- Maintain and develop the existing portfolio of corporate relationships across the country, including taking the lead on a high value and long term partnerships.

- Provide excellent account management to maximise income for the organisation in order to encourage retention and on-going engagement
- Design and produce creative corporate fundraising literature and communications, case studies and presentations
- Identify and secure new corporate partnerships including Charity of the Year, CRM & CSR opportunities
- Maintain and develop a robust corporate pipeline for national partnerships whilst supporting the regional pipeline for the Regional Fundraisers
- Secure sponsorship for the charities major fundraising events and campaigns through the development of strong pitches, researching potential sponsors to target and negotiating contracts
- Act as an ambassador for WYWUAS at external events, including undertaking public speaking
- Research, identify and apply to prospective Trusts and other grant giving bodies ensuring applications are aligned to the objectives of the funder and the aims and objectives of WYWUAS.
- Organise and deliver a series of Corporate Fundraising events and manage the existing corporate initiatives
- Work closely with colleagues in the regional fundraising team to ensure all your activities achieve optimum success and corporate donors receive the necessary support and stewardship
- Promote all WYWUAS fundraising, trading and communication activities to relevant corporate partners
- Be responsible for your own administration and efficiently organise all your own activities with support from the Fundraising Assistant and volunteers wherever possible
- Work with regional and national media to maximise publicity and awareness of WYWUAS and its activities including; media interviews, cheque presentations, social media and newsletter content

ADDITIONAL RESPONSIBILITIES

- To carry out any additional reasonable duties as requested by the Head of Fundraising.
- Adhere to all the organisation's standards, policies and procedures
- Comply with the data protection regulations ensuring that information remains confidential and keep updated with relevant charity law and legislation
- Take responsibility for personal learning and development to support the learning and development of others and the whole organisation
- Adhere to all health and safety policy and procedures when working from home, central offices, events and on the road
- Able to work occasional evenings and weekends as required
- Ability and willingness to travel independently across the geographical area and occasional out of area travel (to other regions and head office) including overnight stays as required.
- Working collaboratively with colleagues in regional fundraising, head office, marketing and other directorates

PERSONAL SPECIFICATION

KNOWLEDGE AND QUALIFICATIONS

ESSENTIAL	DESIRABLE
Numerate and literate	Educated to at least A level standard and above
Knowledge of Gift Aid and Data Protection legislation and the regulatory environment.	Awareness of Charity Trading Law

SKILLS AND EXPERIENCE

ESSENTIAL	DESIRABLE
A proven track record of meeting income generation targets managing partnerships with corporate organisations.	Significant experience managing a successful large scale COTY corporate partnership
Experience of developing new business contacts pitching for and winning corporate support	Experience across other areas of fundraising with ability and flexibility to manage specific short term projects.
Experience of successful business networking	Experience of working with volunteers to deliver events
Excellent organisation skills demonstrating the ability to manage a complex workload meeting deadlines and targets.	
Budget management experience	
Demonstrable research and project management skills	
Competent using CRM systems	Experience of using Access ThankQ database
Good social media knowledge and skills	
IT literate and proficient in use of Microsoft Office	
Ability to drive and own car and full UK driving licence	
	Experience of securing funding from Trusts and other grant giving bodies

PERSONAL ATTRIBUTES

ESSENTIAL	DESIRABLE
Ambitious, innovative, self-motivated and target driven	
Trustworthy and honest	
Able to demonstrate empathy with the wish families	
Personable and strong relationship builder with a passion for supporter stewardship and proven experience of driving corporate relationships	
Enjoys working as part of a team	
Strong organisational skills and meticulous attention to detail	
Passionate about the work of When You Wish and about raising income to continue the work of the charity	

VALUES AND BEHAVIOURS

SUPPORTIVE

To all our employee & volunteer colleagues

We believe in:

1. Always being respectful and non-judgmental
2. Being loyal and encouraging toward all work colleagues
3. Showing courtesy, empathy & understanding at all times
4. A culture of openness and mutual trust
5. Working as a team; supporting like a family
6. Listening to and valuing others
7. Being approachable and share knowledge whenever possible

TRUSTED

To provide memorable Wishes and treats to sick children

We believe in:

1. Going the extra mile to create magical memories for our Wish Children
2. Treating our Wish Children and families with understanding and respect
3. Building links with children's hospitals, hospices and other care providers
4. Making the Wish Child the focus whilst considering the families' needs
5. Making our helpers, suppliers and providers feel appreciated and valued
6. Providing a visual record of the special moments for families

ACCOUNTABLE

And effective in all we do

We believe in:

1. Adhering to all required governance guidelines & regulations
2. Having a consistent approach throughout the charity
3. Always being the best we can be
4. Having slick procedures that are well communicated and understood
5. Being up-to-date and relevant by regular analysis & reviews
6. Multi-directional accountability throughout the charity
7. Being ethical and responsible fundraisers

RESPECTED

As a well-run regional and national charity

We believe in:

1. Being known for the empathy and sincerity shown by our charity
2. Being a charity that works with passion and compassion
3. Engaging actively with regional communities
4. Going beyond expectations; working in a professional manner.
5. Good communication; building strong internal & external relations
6. Creating opportunities to work in partnership with other organisations
7. Having managers who are driven and forward thinking
8. Being a charity known for its integrity & probity