



Corporate Partnerships Fundraising Manager

Job information pack

PSR

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Introduction

Dear applicant,

I am delighted to offer this exciting opportunity to join the dynamic and growing fundraising team at Tree Aid.

We have just launched an ambitious new strategy to grow our unrestricted corporate income – we know there is so much potential here - and we are looking for an experienced corporate fundraiser to help us realise this potential.

The chosen candidate will lead on the delivery of our corporate fundraising – from the management of our existing corporate supporters to identifying and securing new partnerships to meet ambitious but achievable annual income targets.

You will work closely with our professional and motivated Fundraising & Communications team who are all passionate about raising funds for the incredible people we work alongside in the drylands of Africa – tirelessly fighting the climate crisis and poverty to secure brighter futures for their families.

I look forward to welcoming an inspiring and ambitious Corporate Fundraiser to the team.

Emily Nelson

Head of Fundraising





Charity Overview

We work with people in the drylands of Africa. Led by local people, our approach focuses on four key areas, working to tackle poverty and the effects of the climate crisis by growing trees, improving incomes, and restoring and protecting land.

Our projects make sure trees thrive so they can provide food and incomes today and protect the environment for tomorrow.

Our work is led by local people with local knowledge and expertise. We equip people with the tools and skills they need to grow trees, protect their land, and start viable businesses. This provides food and an income, tackling poverty today. It also pushes for long-term change, improving the environment for tomorrow.

We learn what works and share it – locally, nationally, and internationally. Together with local communities, we influence policy and push for change that protects trees, people, and our planet. Every tree we grow or protect is helping to challenge the effects of the climate crisis and tackle hunger and poverty.

Job purpose

To develop plans and implement the programme for fundraising from existing and prospective corporate supporters.

You will be working with the Head of Fundraising, a Fundraising Assistant and a corporate fundraising consultant, plus other members of the fundraising and comms team to develop, manage and deliver our exciting corporate fundraising plans.

Role responsibilities

Planning and budgeting (20%)

- Implement our corporate fundraising strategy, producing corporate fundraising plans and budgets to engage supporters and develop relationships
- Manage budgets for fundraising activities
- Report against monthly, quarterly and annual targets, providing analysis and identifying variances and strategies to address where needed
- Contribute to organisational and fundraising wide planning
- Set up systems and processes to support effective and efficient fundraising
- Undertake research and analysis to support effective fundraising
- Recruit and manage suppliers to deliver good quality and value for money
- Contribute to other areas of Tree Aid fundraising as appropriate
- Represent Tree Aid to supporters and other audiences
- Keep up to date with fundraising best practise, policy and relevant legislation and ensure these are reflected in Tree Aid's approaches

Donor recruitment and retention (70%)

- Maintain and develop the existing portfolio of corporate supporters by providing excellent account management and delivering regular, effective communications
- Seek added value where possible from existing relationships, looking for opportunities to diversify partnerships and boost engagement from staff and customers of partnered organisation
- Develop and implement effective donor recruitment activities to build Tree Aid's portfolio of corporate partnerships
- Deliver effective communications to prospective corporate supporters by phone, face to face and email
- Work closely with the Programmes team to keep fully informed about Tree Aid's work in Africa and Finance Team to ensure effective collaboration in respect of fundraising income, expenditure and budgets

People Management (10%)

- Manage and develop the Fundraising Assistant to ensure effective delivery of the corporate fundraising programme
- Conduct regular one-to-ones and appraisals every 6 months

Key Success Factors

- Targets and key performance indicators met
- Potential for corporate income maximised

Person Specification

- Experience in a senior corporate fundraising/relationship management role
- Experience of managing relationships and meeting/and exceeding ambitious targets
- Excellent, confident and persuasive communication skills and ability to develop relationships to achieve results
- Excellent organisational skills, demonstrating the ability to manage priorities and deadlines and the workload of the team
- A positive, collaborative approach and the ability to work well with people at all levels (internal and external)
- Proactive and able to use own initiative
- Proficient in all Microsoft Office programmes including Word, Excel and Teams, plus experience of using databases, preferably Raisers Edge
- Alignment with Tree Aid's vision, mission and values
- A passion for, and commitment to, international development and to issues affecting rural communities in dryland Africa



Terms of Employment

Position:	Corporate Partnerships Fundraising Manger
Responsible to:	Head of Fundraising
Responsible for:	Volunteers and temporary staff on ad hoc basis. Potential to have line management responsibility for Fundraising Assistant.
Location:	Remote working an option. Office (Bristol, UK) at least 1 day each week, option to work remotely for remaining days
Salary:	£40,579 pro rata
Hours:	Full time (35 hours per week) or part time considered
Annual leave:	28 days plus Bank Holidays
Maternity allowance:	Tree Aid provides enhanced maternity pay above the level of Statutory Maternity Pay, to read the full policy email: info@pollysymondsonrecruitment.co.uk
Paternity policy:	2 weeks leave
Any other benefits:	pension (6% employer contribution)

Tree Aid values equality and diversity, and welcomes applications from candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Tree Aid, in compliance with the Disability Discrimination Act 1995, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact PSR on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.

Recruiting Applicants with Criminal Records: Applicants with criminal records are welcome to apply for roles at Tree Aid. Advice and guidance on disclosing a criminal record can be obtained from Unlock. Successful appointment is subject to two satisfactory references. DBS checks may be required.



How to apply

Please send a copy of your CV and a supporting statement demonstrating how you meet the person specification and what attracts you to this role. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job. Please email your supporting statement and CV to info@pollysymondsonrecruitment.co.uk quoting ref: 000153

Don't meet every single requirement? We are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with the job description, we encourage you to apply anyway. You may be just the right candidate for us.

Application deadline: 2nd April

- Initial interviews with Polly Symondson Recruitment will take place online on 4th and 5th April
- Shortlisted candidates will be invited to an interview with Tree Aid on 17th April (in person at Bristol Head Office)

