



## Job Description

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| <b>Job Title:</b>  | Corporate Partner & Major Donor Fundraiser |
| <b>Reports to:</b> | Head of Income & Marketing                 |
| <b>Location:</b>   | London SE1 / Home                          |
| <b>Salary:</b>     | Competitive                                |
| <b>Contract:</b>   | Permanent                                  |
| <b>Hours:</b>      | Full Time                                  |

### Background and purpose

We are the only UK-wide charity and **free** membership organization for everyone affected by a genetic bleeding disorder. We aim to empower people affected by a bleeding disorder to live life to the fullest; offering support, including events and local groups, the latest news and in-depth information resources, and campaigning and advocacy to demand the best possible care, safe and effective treatment, and equitable access for everyone affected by a bleeding disorder.

There are over 4,500 members of the Haemophilia Society, including people and families living with bleeding disorders, as well as healthcare professionals. The charity's supporters help fundraise the costs that are vitally needed to be able to offer membership – and services such as events and printed publications – entirely **free** to all members.

More than 36,000 men, women and children in the UK have a diagnosed bleeding disorder, and this number rises every year.

### What we do:

#### Support each other

We understand each other. We offer advice and support from personal experience. Our growing community is there for each other because we're in it together.

#### Raise awareness

We rally together because every little thing we do makes a difference and gives hope to people living with a bleeding disorder.

#### Make a lasting difference

We influence and advocate on what matters to our community. Health and social care policy, access to treatment and much more.

### What we offer:

Competitive Salary

Generous Pension Contribution

Agile Working

25 days holiday (pro rata) plus an additional day for each year of service up to 5 years

Well located office very close to Borough Market.



## About the role

In this key role, you will be instrumental in developing relationships and securing funding through new and existing partnerships with a range of corporate and major donors at a local, regional, and national level.

You will be responsible for researching and building corporate partnership pipelines and major donor prospecting, as well as owning the account management of key partnerships, while delivering a high standard of customer care to achieve targets and maximise financial and non-financial support for the Haemophilia Society.

This is an exciting time for THS. In November 2021, we launched our new three-year strategy, along with a refreshed brand which better reflects our mission, values, and ambitious plans. We are a small team of passionate, hard-working people with a diverse range of interests and experiences.

Job Purpose: To secure long-term, high value, funding from high-net-worth individuals and mutually beneficial partnerships throughout the community, primarily with local employers and businesses, across a range of disciplines, including Charity of the Year, cause-related marketing, and sponsorship.

## Key Responsibilities:

- Support the Head of Income & Marketing to define and implement a major donor stewardship programme, alongside the development of a suite of funding and sponsorship packages for corporate partners.
- Work collaboratively with THS's wider fundraising team to research, identify and develop funding opportunities which contribute to THS's strategic objectives.
- Research and identify major donor and corporate funding opportunities and work collaboratively with THS's programme team to develop compelling proposals in line with their revenue and development needs.
- Develop and manage THS's existing corporate and major donors' portfolio, engaging our partners through excellent relationship management, and securing new funding.

## Activities

### Corporates:

- Research and identify new corporate prospects to grow and diversify the existing corporate portfolio and develop a new business pipeline.
- Develop a relationship with existing corporate partners and manage an ongoing pipeline of prospects that have clearly defined target outcomes and value.
- Develop and submit compelling and imaginative funding proposals, focusing on securing new multi-year grants and donations above £10,000.
- Secure core and restricted funding, to support THS's ambitious plans for growth across all areas of the organisation.

#### Major Donors:

- Looking at existing supporters, identify and build a cohort of prospective major donors, while also growing the current database by sourcing and converting new contacts.
- Create compelling appeals, proposals or general fundraising asks to secure donations of £2,000 and above from individuals.
- Manage pipelines and cultivation cycles, anticipating donors' requirements and collaborating with them to build bespoke funding packages, where required.
- Deliver high-level stewardship, including networking events where permitted, ensuring supporters feel valued and connected to THS.

#### General:

- Maximise opportunities for existing corporate partners, major donors and new business through established initiatives, such as campaigns and events, while remaining open to new opportunities.
- Network, nurture and build relationships with corporate partners and major donors by attending events, and positively promoting the benefits of a partnership with THS.
- Work closely with delivery teams to ensure the achievement of agreed delivery budgets and objectives.
- Provide updates, where appropriate, of activities and expenditure to funders, utilising creative approaches to reporting.
- Keep up-to-date records of conversations and interactions with contacts, as well as successful outcomes.
- Be familiar with the Fundraising Code of Practice, sector trends and other industry regulations and standards.

#### **What we are looking for:**

- Ability to craft written proposals to a high standard, telling the story of what we do and why.
- Ability to present information concisely, including presenting complex medical information in a way that is accessible and clear.
- Demonstrable experience in a role in sales and marketing, business development or corporate or major donor fundraising.
- Experience in account management, customer experience or client relations.
- The ability to form new relationships, both internally and externally, to support income growth.
- Outstanding written and communication skills.
- Excellent organisational and administrative skills, and strong attention to detail.



- Knowledge of Raiser's Edge, SharePoint, and MS Teams, or similar remote working communication and management systems.
- A commitment to THS's ethos, values, and mission.

**The Haemophilia Society is an equal opportunities employer.**