



JOB DESCRIPTION

Position title: Partnership & Sponsorship Manager (Fixed Term)

Term: 12-months Fixed Term

Reports to: Head of Fundraising

Hours: Full Time, 35 hours per week

Salary: £30,000 pa

The Role:

David Shepherd Wildlife Foundation (DSWF) is looking for someone with a proven track record for securing new corporate and commercial partnerships including sponsors for events, as well as stewarding existing relationships. The role will report to the Head of Fundraising, and work closely with the Senior Management Team. This role is offered on a 12-month fixed term contract.

The charity has ambitious goals for growth, having seen income grow by 24% in the last four years. . The Partnership & Sponsorship Manager will be part of a talented fundraising team that aims to continue to increase income substantially over the next five years.

This exciting role will be personally responsible for the growth in revenue from new corporate partners, using a variety of different fundraising mechanisms to suit their business model, including general donations, staff engagement (e.g. employee fundraising, payroll giving) corporate partnerships, event sponsorship, event attendance, gifts in kind, artwork sales and silent auction gifts. The successful candidate will work closely with the Head of Fundraising and Trusts and Foundations Manager to identify businesses with a potential interest or brand alignment with DSWF's mission, or with environmental social governance commitments, and will then deliver tailored pitches to these organisations. The ultimate goal being to maximise funds for investment in DSWF's vital wildlife conservation projects in Africa & Asia.

Main Duties and Responsibilities:

Overall

- Grow fundraising income through a variety of exciting charitable activities, using DSWF's conservation, education, art and event portfolios to raise funds from commercial partners, corporate sponsorships and gifts in kind.
- Work with all members of the organisation to research and identify organisations for specific targeted fundraising asks and to cultivate new relationships and ensure relevant fundraising materials are produced to the highest level.

- Ensure donor relationship management and communication is professionally executed with the support of both the fundraising team and senior management.
- Develop excellent relationships with existing donors to increase income, as well as manage donor retention.

Fundraising

The Partnership & Sponsorship Manager will manage and develop key areas of fundraising including (but not limited to) the following:

Commercial & Corporate Partnerships: Work in conjunction with our Head of Fundraising, Trusts & Foundations Manager and Senior Management Team on prospect research around acquisition and development of new mid and high level commercial partnerships and corporate giving (generally up to £25k+). The annual target for the fundraising team as a whole from this channel is £140k. Work will include identifying new target sectors, organisations and opportunities, and developing a strategy to gain introductions and foster relationships. We already have a variety of commercial partnerships in place involving a percentage from product sales, as well as many one off and regular corporate donors.

Event Sponsorship: To work with the Senior Events Executive, Art Manager and Education Manager to identify opportunities within our annual events portfolio and education programme for sponsorship. To produce tailored pitches to send to identified potential and long-standing partners to increase sponsorship income, with an overall annual target of £100k. Opportunities will include overall and category sponsorship at Wildlife Artist of the Year, the annual black tie Wildlife Ball, Global Canvas, our annual children's art competition and other aspects of our UK education programme. Also included are the provision of in kind event space and venues, as well as donated prizes for our annual Silent Auction.

General

To take responsibility for the key areas of corporate fundraising administration relating to the role including:

Budget Management: To work with CFO and COO to manage aspects of the financial budgets (income and expenditure) relating to the specific areas for which the role has responsibility (as above). To ensure high level regular reporting of income and analysis to the Senior Management team and Trustee Board.

Marketing and Communications: To work closely with the Communications & Marketing team on the promotion of fundraising collateral and a marketing strategy to approach key audiences associated with above activities.

Tailored Donor Stewardship

Collaborate with the Policy & Programmes Manager and Education Manager to ensure the effective utilisation of project information for fundraising purposes and for reporting back to donors on the impact of their support to keep them engaged and potentially increase their giving.

Candidate Requirements:

The successful candidate will have the following skills:

- A personal drive to raise funds for conservation.
- Excellent communication skills with stakeholders at all levels, with a strong presentational style and good listening skills, as well as the ability to write persuasive fundraising copy and pitches.
- Experience of charity fundraising and/or developing partnerships with commercial organisations in either the charity or corporate sectors.
- An understanding of the motivations for businesses to work with charities and the various partnership structures that are used.
- Attention to detail to be able to research and identify opportunities and then be able to tailor pitches.
- Ability to manage accounts and develop mutually beneficial relationships.
- Experience of designing sponsorship packages for large and small events.
- Experience of working with budgets and handling invoices.

Holiday: 25 days per annum. Bank Holidays also provided, and an additional holiday entitlement will be given at DSWF's discretion around Christmas and New Year.

Location: Hybrid working between the DSWF Shalford Office, home and occasionally London.

How to apply: Please email dswf@davidshepherd.org with your CV and a Covering Letter (Covering Letter to be no more than 2x A4 pages explaining why you wish to work for DSWF and why you are appropriate for the role). You will receive an email confirmation that your application has been received.

Deadline: 18th August but please be aware we will start interviews as applications are received so please do not wait to apply.