

JOB DESCRIPTION & PERSON SPECIFICATION

POST TITLE:	Sponsorship Manager
RESPONSIBLE TO:	Senior Events Manager/Director of Corporate Fundraising
HOURS:	37.5 plus out of hours work for events as required
TERM OF POST:	Permanent
LEAVE ENTITLEMENT:	27 days annual leave per annum exclusive of Bank Holidays (increasing with length of service)
LOCATION:	Keele, Staffordshire / Hybrid (Min 3 days in office)
SALARY:	Competitive

PURPOSE OF THE POST/RESPONSIBILITIES

Caudwell Children is a national charity which works to change the lives of disabled and autistic children; change society's understanding and acceptance of disability; and change public perceptions of the important role that charity plays in society.

Based from the award-winning Caudwell International Children's Centre in Staffordshire, we seek an experienced relationship manager with the ability to identify opportunities and develop relationships to raise funds which support the charity's expanding service delivery.

Responsible for the ownership and development of sponsorship and associated donor relationships, this role will play a pivotal part in helping to grow the charity's fundraising income and helping to change the lives of autistic and disabled children across the UK and beyond.

The successful candidate will join a growing team of enthusiastic fundraising professionals aimed at improving the donor experience and growing the charity's fundraising income.

The role will be part of the Community Fundraising strand and will be responsible for sponsorship income lines including, but not limited to:

- Event Sponsorship
- Service Sponsorship
- Facilities Sponsorship

- Activity Sponsorship

Through the identification of individuals, businesses and brands which align to the charity's activities the successful candidate will be required to develop the sponsorship offer, cultivate and secure partnerships, then manage the delivery/reporting of agreed deliverables.

Success will be supported and monitored by the Director of Corporate Fundraising against KPI's including lead generation, conversion rates and income growth.

Relationship development will be documented and reported using the charity's dedicated CRM system (currently Raiser's Edge).

PERSON SPECIFICATION

1. Demonstrable experience in fundraising/sales/relationship management
2. Demonstrable understanding of sponsorship as vehicle for brand marketing
3. Enthusiastic advocate of relationship management and conversion
4. Experience in contributing to a successful sales/fundraising team
5. Experience and skill in new business development
6. Willingness and ability to undertake basic administrative activities themselves (not expecting of others what you would not do yourself).
7. Computer literate, with strong competence in using the mainstream computing packages and products
8. Driven, proactive and productive self-starter – able to work efficiently and achieve a lot under their own steam – but not afraid to ask questions when needed
9. An enthusiastic, driven and sensitive team member - able to support their peers and encourage others for the benefit of the team
10. Well organised – able to prioritise and manage own workload
11. Confident, professional and friendly communicator with a hands on approach
12. Confident to ensure all work complies with Equal Opportunities, Health & Safety, Data Protection and other policies of Caudwell Children

This Job Description outlines the general ways in which it is expected you will meet the overall requirements of this post.

DISCLOSURE & BARRING SERVICE CHECKS

The Charity is committed to safeguarding children and young people and therefore adopts a safer recruitment approach through a robust recruitment and selection process. All posts within the Charity are subject to DBS checks, in line with the Rehabilitation of Offenders Act (1974). This role is eligible for a Standard DBS check.

EQUAL OPPORTUNITIES

Caudwell Children is a Disability Confident employer committed to offering an interview to all applicants who meet the minimum criteria and declare they have a disability as defined in the Equality Act 2010. We are committed to creating a diverse environment and will not discriminate for any reason against any person because of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex or sexual orientation. We particularly encourage applications from people who identify as Black, Asian or from a Minority Ethnic background and other underrepresented groups.

