



British Heart
Foundation

Job specification

Job description

Job title	Director of Corporate Partnerships and Community Fundraising		
Directorate	Marketing, Fundraising and Engagement		
Team	Corporate Partnerships and Community Fundraising		
Reporting to	Chief Marketing & Fundraising Officer	No. of direct reports	3
Location	Dual Location - London (NW1 7AW) and Home		
Agility contract type	Blended (Home and office)		
Budgetary responsibility	£26m		
Job level (HR use only)	2	Date	October 2022

Summary of role

To lead and own the delivery of Corporate Partnerships and Community Fundraising income by winning and retaining corporate partners and delivering community fundraising activity.

This role will lead a team of about 60 people to deliver class-leading income generating and awareness raising activities, inspiring people to fund British Heart Foundation (BHF)'s life-saving research and support BHF's vision of a world free from the fear of heart and related diseases.

Working collaboratively across the Marketing, Fundraising and Engagement (MFE) Directorate, you'll be targeted to drive double-digit growth in income and raise awareness of the BHF by planning and delivering integrated brand and fundraising activities.

You'll be accountable for the ongoing development and implementation of the Corporate Partnerships and Community Fundraising strategy, leading the growth of fundraising income and making sure you have a pipeline to maximise Corporate Partnership wins.

Key responsibilities

Leadership and strategy

- Set and deliver the Corporate Partnerships growth strategy to delivery double-digit profitable income growth over the next 3-5 years by winning new Corporate Partnerships and retaining existing ones.
- Set and deliver the Community Fundraising strategy to drive year-on-year profitable income growth.
- Ensuring Community Fundraising and Corporate Partnerships work together to maximise income and fundraising/supporter experience.
- Provide clarity and strategic direction on organisational priorities and activities.
- Lead, inspire and develop a class-leading team, with a growth mindset and with the skills and capabilities required to drive income growth.
- Create a driven, entrepreneurial spirit and proactive culture across the teams to drive exceptional results with clear measures of success.
- Raise the profile of Corporate Partnerships and Community Fundraising both internally and externally to maximise the value delivered by the team, to enhance the organisation's reputation, and to attract talent.
- Act as a powerful ambassador for the BHF with external stakeholders, reflecting our organisational values.
- Maintain a good lay understanding of heart research issues and medical research projects in order to communicate these effectively to internal and external audiences.
- Ensure all activities comply with relevant legislation and work closely with our Compliance and Audit functions.

Execution

- Accountable to the Chief Marketing & Fundraising Officer for directly delivering multi-million-pound income budgets and will play a critical role in driving the successful achievement of financial KPIs across a portfolio of income-generating and supporter engagement activities.
- Accountable for development and delivery of Corporate Partnerships account plans and campaigns to deliver income, brand and/or health marketing objectives.
- Part of the MFE leadership team in driving the successful achievement of non-financial KPIs across our mission and money portfolio.
- Accountable for optimal and efficient expenditure to maximise the return on investment (ROI)
- Stewardship & innovation specifically for In Memorium and Tribute fundraising journeys, to maximise ROI – working with the Mass Fundraising team.
- Execution of brand and/or fundraising activity as part of annual integrated 'brand and fundraising' appeals working with the Mass Fundraising team and Corporate Affairs Team.
- Ensure activity and plans are developed in an integrated and cohesive way to maximise synergies and opportunities.
- Continuous improvement and optimisation of Corporate Partnerships and Community Fundraising activities with clear KPIs. Setting clear and ambitious to growing income and support.
- Improve operational efficiency, remove duplication to reduce cost and identify opportunities to improve ROI.
- Ensure correct capabilities and skills exist within team, to deliver high quality marketing communications through in-house and agency teams.

Key Outputs:

- Delivery of KPIs and financial targets against defined targets for income-generating as well as associated health/mission targets.
 - Annual growth strategy and plan for Corporate Partnerships and Community Fundraising
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- Effectiveness framework to measure and assess teams' activities.
 - Brand and/or fundraising marcomms content development through the in-house creative studio and with the Mass Fundraising team.
 - Corporate Partnership materials – pitch decks, proposals, Account Plans.
 - Data capture strategy (GDPR compliant) and in conjunction with the marketing governance and planning roadmap.
 - Corporate and Community skills training programme to raise the bar on confidence and capability.
 - Annual high-level planning input.
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Person specification

Knowledge, training & qualifications

- Evidence of ongoing, relevant professional development.
 - IT literate and fully conversant with Microsoft Office packages and fundraising/CRM databases.
 - Evidence of excellent, current understanding of charity legislation, best practice guidelines and regulatory requirements (desirable)
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Experience

- Proven success and experience of Corporate Partnerships and/or Community Fundraising at a senior level and at scale.
 - Demonstrable experience of leading change, transformation and driving growth
 - Experience setting sales or fundraising strategies and successful implementation and delivering of income as part of a senior team.
 - Collaboration and integration - evidence of the ability to develop and deliver successful national/local campaigns as integrated brand/fundraising moments.
 - Board level presenting and influencing experience
 - Setting and managing large budgets and operational cost control.
 - Experience of leading and managing large, regionally dispersed teams and raising the bar of team performance and capability
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Skills & attributes

- An inspirational senior leader and team player with ability to engage and motivate staff and volunteers.
 - Excellent communication skills at all levels (from Board to fundraising executive) with the ability to build strong, effective relationships with a wide variety of groups and individuals.
 - An ability to develop strategy and translate to organisational delivery
 - Strong influencing and negotiating skills.
 - Exceptional project management skills, capable of leading the delivery of multiple projects on time and to budget
 - Ability to think strategically with strong analytical, judgement and decision-making skills
 - Resilience to motivate self and team.
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Safeguarding

At the British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

Our Values

			
Brave	Informed	Compassionate	Driven
We speak out We're decisive We're innovative	We work together We're clear We're curious	We're open & honest We respect others We promote our cause	We're focused We're determined We keep learning