

Partnerships & Major Donor Manager

Job description and person specification

Cruelty Free International is the leading organisation working to create a world where nobody wants or believes we need to experiment on animals.

Our dedicated team are experts in their fields, combining award-winning campaigning, political lobbying, pioneering undercover investigations, scientific and legal expertise and corporate responsibility. Educating, challenging, and inspiring others across the globe to respect and protect animals, we investigate and expose the reality of life for animals in laboratories, challenge decision-makers to make a positive difference for animals, and champion better science and cruelty free living.

We are widely respected as an authority on animal testing issues and are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work professionally, building relationships with politicians, business leaders and officials, analysing legislation and challenging decision-making panels around the globe to act as the voice for animals in laboratories.

With a history spanning over 100 years, Cruelty Free International has achieved so much for animals. Bringing the issue to public attention with our dynamic and determined approach, we have inspired generations of politicians, decision-makers and compassionate people to make a difference for animals used in experiments. As the problem has grown, we have stepped up to meet the challenge across the world, placing the issue on the global agenda for the first time. We have saved many thousands of animals from a life of suffering in laboratories, and together we can do so much more.

Established in 1898, Cruelty Free International is firmly rooted in the early social justice movement. Our founder, Frances Power Cobbe, was a formidable women's rights campaigner and philanthropist. Previously known as the 'British Union for the Abolition of Vivisection' or 'BUAV', today Cruelty Free International is the leading organisation working globally to consign animal experiments to the history books.

Proposed vacancy details

Job Title:	Partnerships & Major Donor Manager
Role:	This is a full time and permanent position
Location:	Remote Working and from London Hub
Reporting to:	Director of Audience Development & Fundraising
Salary:	Negotiable

Benefits

- 12-month interest free season ticket loan
- 25 working days' paid holiday, in addition to Public Holidays'
- Employer's Ethical Investor's Stakeholder Pension Scheme
- Generous training and professional development allowance
- Flexible working hours
- Potential for remote working
- Childcare Voucher Scheme
- Ride-to-Work Bicycle Scheme
- Staff Retention Scheme

Terms and conditions

Three-month probationary period

Role purpose

The Partnerships & Major Donor Manager will be responsible for delivering our Corporate Fundraising strategy, alongside the Senior Management Team, with a key focus on developing new business opportunities to secure core funding, day to day relationship management of existing corporate funders, Leaping Bunny brands and high value donors, where appropriate, leading on reciprocal marketing activity with Leaping Bunny brands including project managing major brand launches and developing our workplace/employee fundraising products.

The post holder will manage the organisations funding and prospect pipelines, will identify corporate and major donor funding opportunities, conduct research, deliver presentations, proposal and pitches alongside the CEO and Director of Audience Development & Fundraising, and apply for and secure funding opportunities primarily with commercial partnerships.

They will work closely with the Director of Audience Development & Fundraising to manage our corporate partners with a focus on longer term strategic fundraising relationships, continually reviewing progress and driving added value.

The post holder will primarily lead on small and mid-level partnerships and additionally support the CEO and Director of Audience Development & Fundraising on major partnerships where required.

Key Responsibilities

Corporate Partnerships – New Business Development

- Support the Director of Audience Development & Fundraising to develop and deliver the Corporate Partnerships strategy across GB and globally, including the development of our corporate products and propositions.
- Identify and map appropriate corporates for strategic partnerships, cause related marketing activities, sponsorships, and other corporate fundraising activities, ensuring that appropriate actions are allocated and followed up.
- Researching, managing prospects pipeline, and prioritising new business opportunities.
- Preparing pitches and proposals.
- Networking and relationship building with corporate contacts.
- Design and manage corporate marketing activity through LinkedIn and the development of printed and digital resources.
- Deliver new strategic fundraising partnerships that grow income and help deliver our organisational mission.
- On-board new corporate partners including agreeing contracts, SLAs and payment terms, carrying out due diligence checks and adhering to the Corporate Partnership Policy at all times.
- Support the CEO and Director of Audience Development & Fundraising on major partnerships.

Account Management

- Manage the day to day running of corporate partnerships, delivering excellent account management and ensure that all corporate partners are stewarded appropriately and effectively.
- Liaise with key contacts ensuring a high level of communication is maintained, both internally

and externally.

- Work to maximise income from existing corporate relationships through all viable income streams and achieve targets in the most cost-effective manner possible.
- Ensure partnership activities are fully integrated into our external comms planning processes and develop opportunities with new and existing partners to amplify CFI campaign messaging.
- Monitor progress against budget on-going throughout the year, including through the use of quarterly forecasts and accounting for any variations in income.
- Work with internal teams to identify appropriate projects for funding and agree and prepare proposals and presentations when necessary to companies both targeted and from unsolicited requests.
- Liaise with the supporter care team to ensure accurate briefings on current partnership are given.

4

Leaping Bunny

- Support the Marketing team, Director of Audience Development & Fundraising, Director of Public Affairs, Sustainable Business Programmes team, and CEO in the delivery of major Leaping Bunny brand launches.
- Develop and deliver workplace/employee fundraising propositions to engage Leaping Bunny brands in fundraising for Cruelty Free International including creating relevant fundraising collateral.
- Pitch Charity/NFP of the year partnerships with Leaping Bunny brands.

Major Donors

- Support the Director of Audience Development & Fundraising and CEO in the development a major donor strategy including a range of products and propositions.
- Project manage the creation of collateral related to the major donor programme.
- Relationship-manage mid and major donors where appropriate.
- Conduct prospect research.
- Undertake pipeline management.

Project management

- Manage bespoke projects in relation to corporate fundraising.

- Ensure highest possible quality impact & evaluation reporting to funders.

Special event management

- Undertake planning and delivery of corporate and major donor special events where required.

Database

- Establish and regularly update current corporate records and ensure the highest standards of data capture are maintained ensuring a complete picture of all donors and prospects, whether individuals or organisations. This includes – but is not limited to – information on giving history, relationships, contacts, applications submitted etc.
- Accurately record sales targets, leads, activities and outcomes of the partnership fundraising activity.

Person specification

<p>Essential skills, expertise and understanding</p>	<ul style="list-style-type: none"> • Proven and demonstrable account management and relationship management skills. • Ability to research, compile and manage prospect pipelines. • Ability to communicate both verbally and written with a range of audiences. • Ability to develop high quality, coherent and thorough fundraising proposals, and pitches. • Negotiation skills – the post-holder will be required to undertake negotiation with companies, often complex, on behalf of the organisation whether agreeing terms with corporate partners or negotiating with colleagues across the organisation to deliver on each partnership. • Good attention to detail. • Strong analytical skills. • Excellent interpersonal and communication skills. • Skilled in the use of IT tools including Word, Excel, and PowerPoint.
---	---

	<ul style="list-style-type: none"> • Copywriting for fundraising communications. • Significant knowledge of direct marketing and integrated campaign principles. • Understanding of key donor recruitment channels and approaches. • Knowledge of donor stewardship techniques. • Able to work independently, applying own initiative. • Able to be flexible and adaptable.
Experience	<ul style="list-style-type: none"> • Relationship and Account Management experience. • Two years' experience minimum of working in Corporate Fundraising or comparable. • Experience of managing a new business development process and prospect pipeline. • Proven project management experience. • Proven track record in delivering income targets between £100k - £5 million from partnerships.
Education and qualifications (IT/academic/vocational)	<ul style="list-style-type: none"> • Educated to degree level or equivalent.
Desirable	<ul style="list-style-type: none"> • Experience of managing relationships with major donors. • Experience of event planning and management. • Familiarity with using Salesforce.

Applicant Privacy Notice

What is the purpose of this document?

Cruelty Free International is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor). It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).

Data protection principles

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

The kind of information we hold about you

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your curriculum vitae and covering letter.
- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, employment history, qualifications.
- Any information you provide to us during an interview.

We may also collect, store and use the following types of more sensitive personal information:

- Information about your health, including any medical condition, health and sickness records.

How is your personal information collected?

We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, from which we collect the following categories of data.
- Your named referees, from whom we collect the following categories of data.

How we will use information about you

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.

- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract with you.

Having received your CV and covering letter **OR** your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references before confirming your appointment.

If you fail to provide personal information

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application successfully. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

How we use particularly sensitive personal information

We will use your particularly sensitive personal information in the following ways:

- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during an interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.

Information about criminal convictions

We do not envisage that we will process information about criminal convictions.

Automated decision-making

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

Data sharing

Data security

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained on request.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Data retention

How long will you use my information for?

We will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to the role. We retain your personal information for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with applicable laws and regulations.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately, seeking your explicit consent to retain your personal information for a fixed period on that basis.

Rights of access, correction, erasure, and restriction

Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct, or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Deputy Chief Executive in writing.

Responsibility for data protection compliance

The Deputy Chief Executive is responsible for overseeing compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Deputy Chief Executive. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.