



# Corporate Fundraiser

British Trust for Ornithology

# BRITISH TRUST FOR ORNITHOLOGY

## 'A WORLD INSPIRED BY BIRDS AND INFORMED BY SCIENCE'

BTO harnesses the skills and passion of birdwatchers to advance our understanding of ornithology and produce impartial science, communicated so that it can be of benefit to everyone.

### OUR GOALS

BTO increases knowledge of birds and other wildlife, and their relationships with the environment and people, by:

- Enabling more people to learn about birds and science and grow through participation in environmental discovery.
- Delivering impartial, impactful and relevant science.
- Inspiring and empowering people with an understanding of birds and the importance of knowledge.

### OUR PRIORITIES

We will reach our goals by:

- Providing more and better opportunities for people to contribute to our work.
- Monitoring the status of species, researching their ecology and understanding how they respond to change.
- Communicating great stories that bring to life the long-term data, information and knowledge that we hold.

## OUR IMPACT

Our surveys, monitoring schemes and research programmes are designed by expert scientists to answer some of the most pressing questions affecting birds and their habitats. Because of our independence we are able to share our data, expertise and knowledge to inform decision-makers, educate the public and support conservation action. Our long-term datasets provide a measure of change and enable us to look for impacts and test solutions. Our vibrant volunteer network makes us highly effective and ensures that our work reflects the interests of those for whom birds and wildlife are important.

## OUR FOUNDATIONS AND VALUES

The success of BTO is based on firm foundations that include: motivated and skilled staff and volunteers; a strong reputation; a robust business model and effective governance systems and processes.

We are:

- Inclusive and supportive
- Impartial
- Passionate
- Collaborative and open to new ideas

BTO is a Registered Charity Number 216652 (England & Wales), SC039193 (Scotland).



# CORPORATE FUNDRAISER

This highly skilled role is key to the successful delivery of BTO's Fundraising Strategy. The post-holder will have a deep understanding of corporate fundraising principles and practice, gained through a minimum of two years' experience in either the non-profit or corporate sector. As well as a high level of initiative, the role requires a creative approach, and the resourcefulness to seek out and develop funding opportunities.

You will manage the process of identifying, cultivating, delivering and stewarding mutually beneficial corporate partnerships with the commercial and professional sectors to drive financial growth for BTO.

We welcome applications from candidates with fundraising, sales or account development experience, who can point to a track record of achieving targets, strong relationship management and communication skills, as well as an ability to multitask when managing priorities.

## WHAT YOU WILL DELIVER

- Proactively identify new opportunities for corporate support and new corporate prospects.
- Develop and manage a comprehensive system for engaging and managing corporate prospects.
- Review corporate sponsorship materials and develop high-quality bespoke sponsorship packages and proposals.
- Undertake due diligence on all prospective partners/supporters by working closely with the BTO fundraising team to ensure we are aware of any potential issues and have a process with which to manage and minimise risk
- Ensure corporate relationships are well managed and stewarded with regular contact, updates and communication.
- Liaise with corporate supporters to deliver and service benefits according to terms defined in the sponsorship contract; in particular to supervise and organise the marketing and PR benefits, by liaising with the appropriate departments.
- To identify, drive forward and deliver on opportunities to grow the BTO's corporate membership scheme, while retaining and developing existing members to maximize funding.
- Maintenance and Delivery of Corporate Partners.
- Account management of identified corporate partnerships.
- Day-to-day account management of corporate partnerships, reacting to key opportunities and delivering what has been agreed within set internal budgets.
- Maintain and develop excellent working relationships with key individuals in these companies.
- Ensure corporate and fundraising database is fully and regularly maintained with all relevant company and personal information (in accord with GDPR requirements).

## ABOUT THE ROLE

### Internal Liaison

- Liaise internally within the BTO to assure effective representation for membership and other charity offers to corporate partners.
- Lead on the production of monthly management reports.
- Work with the Marketing/Communications team to develop and maintain up-to-date promotional materials for sponsors and corporate partners.

### Administration

- Manage budgets which will be set and agreed in liaison with the Director of Engagement.
- Prepare sponsorship contracts and letters of agreement for sponsors and donors.
- Draft all thank-you letters and other correspondence as required.
- Ensure that the senior officers of the charity are properly briefed and prepared for any meetings with prospects and sponsors.
- Undertake other tasks as necessary to contribute to the Engagement Directorate objectives.
- Provide timely reports on areas of responsibility.
- This is not an exhaustive list; the successful applicant will agree objectives with their line manager.

## WHAT YOU WILL BRING TO THE TEAM

- Educated to A-level or equivalent.
- Demonstrable and successful experience of corporate fundraising, including both multi-year and ad hoc sponsorship packages.
- Demonstrable experience of maximising opportunities from researching prospects to generating meetings, and securing income to achieve sales targets.
- A strong understanding of corporate fundraising practices and principles, including risk management.
- Excellent presentation skills, including presenting professionally to corporate and other sectors.
- Outstanding relationship builder and networker both internally and externally, with excellent account management skills.
- Highly self-motivated, entrepreneurial and creative approach to fundraising.
- Attention to detail.
- Excellent influencing and negotiation skills.
- Tactful and assertive, with the ability to communicate at all levels in a complex environment.
- Ability to work on your own initiative and demonstrate effective time management skills.

- Strong oral and written communication skills.
- Ability to work as part of a team and to support colleagues.
- Absolute discretion and ability to maintain confidentiality.
- Capacity to build and maintain strong interpersonal relationships with key contacts.

**Desirable:**

- Relevant fundraising qualifications, courses, training and memberships.
- Experience of working for a membership body or charity.

## FIND OUT MORE ABOUT THE ROLE

For an informal chat about the position please contact Ieuan Evans (01842 750050 or [ieuan.evans@bto.org](mailto:ieuan.evans@bto.org)).

## SALARY AND BENEFITS

£26,530 to £29,478 over two years.

Benefits include: 11% employer pension contribution, Employee Assistance Programme, discounts on books, flexible working and social events.

Full time (37 hours) permanent post.

BTO headquarters is based on a beautiful reserve in Thetford, Norfolk, and has an office at the David Attenborough Building in Cambridge, as a partner of the Cambridge Conservation Initiative, creating great opportunities for networking. The successful candidate will be able to work flexibly across these bases and from home.

## MAKING AN APPLICATION

If you have what it takes then we look forward to hearing from you – send your CV to Sian Knott via [recruitment@bto.org](mailto:recruitment@bto.org) stating the job title in the subject line.

Closing date for receipt of applications is 1pm on Wednesday 17 April 2019.

It is anticipated that interviews will be on Wednesday 1 May 2019 in Thetford, at the BTO, IP24 2PU.

As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy.

