



Job Description

Job Title:	Corporate Development Officer
Reports to:	Fundraising Manager
Salary:	Current NJC Scale £29,006.00 - £33,452.00
Hours:	Full time 36.5 hrs/week
Location:	WLM Seymour Place, 134-136 Seymour Place, London, W1H 1NT

About WLM's work

For 130 years WLM has been in the forefront of care for some of the London's most marginalised people. Inspired by the vision of our founders, we reach out, day-in day-out, to transform the lives of homeless and vulnerable people.

Today, WLM delivers pioneering services which transform the lives of thousands of people affected by homelessness, offending, addictions and personal difficulties. Our approach is rooted in an inclusive Christian ethos and our values place our clients and residents at the heart of all we do.

We are at a pivotal moment. Homelessness in London is rising and WLM is faced with an increasing demand for our services. At the same time, we see amazing potential to significantly increase the value of our corporate fundraising and we are seeking a creative and ambitious Corporate Development Officer to take help us to the next level.

About the role

The role of Corporate Development Officer is an exciting role in the WLM fundraising team. We do extraordinary, pioneering work supporting some of London's marginalised people and there is a strategic need to extend our scope to reach more people. To do this we are seeking a talented corporate fundraiser who is ready to step up and use their strategic ability to work with the Fundraising Manager to drive forward and develop WLM's corporate fundraising strategy.

The demand for WLM's services is rising and to respond to this growing need we seek to increase our voluntary income. Last year the Fundraising team raised £622,000 in total, with income from corporate partnerships contributing £130,000. We anticipate that in 2019-20 our target will be over £800,000 and to reach this we will need to increase our annual income from corporate partners to over £200,000.

WLM has an enviable location that puts our work within touching distance of many of our corporate partners and potential new supporters. You will be a natural networker with exceptional communication skills and an entrepreneurial flare to manage and develop existing partnerships and establish new multi-year relationships to secure an uplift in corporate donations, employee engagement and staff fundraising activity.

If you are an experienced successful and ambitious corporate fundraiser with the ability to think strategically and exceed targets we want to hear from you.

Key areas of work

Corporate development

- Work with the Fundraising Manager to develop the corporate fundraising strategy
- Develop and prioritise WLM's corporate fundraising pipeline
- Evaluate the full potential of our current corporate partnerships and identify opportunities to increase the value of these relationships
- Take a strategic sector based approach to new business development
- Develop and prioritise a timetable of Charity of the Year applications and work with the Fundraising Manager to make approaches

Account management & communications

- Account manage WLM's corporate supporters
- Manage WLM's corporate volunteering program
- Identify opportunities to work closely with our corporate contacts and champions to create long lasting partnerships that maximise income potential
- Develop stewardship pathways and plans for established and new corporate supporters
- Involve and support our corporate partners in WLM's calendar of events
- Attend events and networking opportunities to develop and support our corporate relationships
- Work with WLM's Project Staff to manage a Gifts in Kind program of support
- Work with WLM's Communications and Marketing Manager to manage WLM's corporate communications
- Prepare high quality inspiring funding proposals, reports and presentations
- Keep accurate donor records

Other duties

- Be an advocate for fundraising across the WLM and build successful working relationships at all levels to promote the importance of corporate fundraising and engage the support of staff in our work
- Promote the work and values of the WLM externally
- Support the Fundraising Manager with fundraising projects and tasks as appropriate according to the organisation's needs.
- To adhere to WLM's Equal Opportunities Policy, Health and Safety Policy and Code of Conduct in all aspects of the work.
- Any other duties as agreed with the Fundraising Manager

Person Specification

We seek someone who is:

- Results-oriented with the confidence to represent and speak passionately about WLM externally across a range of corporate audiences
- Has the experience, skills and drive to take WLM to the next level in its corporate fundraising and engagement.
- Passionate about providing high quality services to support vulnerable and homeless people
- Appreciative of the heritage of WLM

Competencies

We will be looking for evidence of all the following key competencies during the selection process:

Client focus	Administration and IT
Organisation and planning	Reasoning and problem-solving
Proactivity and initiative	Work with external agencies
Communication	Coordination of projects
Team Work	

Skills, abilities, knowledge, experience and personal qualities we would consider essential:

1 Skills, abilities and knowledge

- 1.1 Excellent proposal and report writing skills, relevant to a corporate audience
- 1.2 Excellent presenting skills with experience of making presentations to groups of employees and senior members of staff or committees
- 1.3 Excellent research skills with demonstrable experience of identifying successful new business opportunities
- 1.4 Excellent time management techniques and the ability to manage multiple priorities and work to deadlines
- 1.5 Ability to work with staff and volunteers of all levels inside and outside of the WLM across a range of business cultures and sectors
- 1.6 Experience of using donor management systems to develop and enhance relationships with supporters and a good working knowledge of Microsoft Office
- 1.7 Excellent numeracy skills and experience of developing project budgets for funders
- 1.8 Knowledge of the corporate sector and corporate social responsibility issues

2 Experience

- 2.1 Demonstrable experience of successfully working within a corporate fundraising environment and exceeding agreed goals and targets
- 2.2 Demonstrable experience of securing new business partnerships worth £25,000+
- 2.3 Demonstrable experience of account management including experience of developing the value of the relationship

3 Personal Qualities

- 3.1 A strong commitment to providing a high quality service to marginalized people

- 3.2 Ability to work independently and think on your feet, and as a team member in a decisive and responsible manner
- 3.3 A demonstrated commitment to WLM's values
- 3.4 An understanding of WLM's inclusive Christian ethos
- 3.5 Ability to work flexibly including occasional evening and weekend work as required

4 Desirable

- 4.1 Previous experience of Charity of the Year pitches
- 4.2 Experience of using social media in a fundraising/relationship management context
- 4.3 Knowledge of homelessness and previous experience of raising funds that support disadvantaged and hard to reach people
- 4.4 Experience of fundraising for a Christian organization or cause