



## Corporate and Individual Donor Manager

<b>Job Title</b>	CORPORATE AND INDIVIDUAL DONOR MANAGER
<b>Hours of Work</b>	9.30 AM – 5.30 AM   MONDAY TO FRIDAY   35 HOURS PER WEEK   WE ARE ALSO OPEN TO APPLICANTS WISHING TO WORK 28 HOURS PER WEEK
<b>Reports to</b>	DEVELOPMENT DIRECTOR
<b>Salary band</b>	£35,000 - £40,000 (FTE)
<b>Application Process</b>	<p>Please email your CV and a cover letter outlining your suitability for the role to <a href="mailto:recruitment@baytreecentre.org.uk">recruitment@baytreecentre.org.uk</a>. In your cover letter, please include specific examples of your fundraising achievements and how you have successfully managed donor relationships in the past. Please describe why you would like to work for Baytree.</p> <p><b>Closing date:</b> 1<sup>st</sup> August 2024 at 23:59</p> <p><b>Interviews:</b> We will be conducting interviews on a rolling basis, meaning we will invite suitable applicants in for an interview as they apply, so please apply as soon as possible.</p> <p>This post is restricted to women only as a genuine occupational requirement under Schedule 9 paragraph 1, Equality Act 2010.</p>



The Baytree Centre (registered charity no 1175145) is a social inclusion project for local women and girls based in the heart of Brixton.

Inspired by Catholic Social Teaching, we aim to build confidence and self-esteem, promote aspirations, broaden horizons, and help our beneficiaries to improve life chances for themselves, their families, and their communities. Our programmes include academic activities and education support; one-to-one coaching and mentoring; skills development; and positive and well-being activities.

We recognise the positive value of diversity, promote equality and challenge discrimination. We welcome and encourage job applications from underrepresented groups and those with lived experience of the challenges faced by girls and women, growing up in the wider Brixton area.

As we continue to grow and expand our impact, we are seeking a passionate and experienced Corporate and Individual Donor Manager to join our dynamic team.

Critical to their success will be their genuine empathy and commitment to Baytree's core principles and values. While our clients' needs are central to what goes on at the Centre, we also believe in inspirational staff. What we do, how we behave, what we deliver and how we deliver it, are all fundamental to ensuring that our clients' best interests are served.

## **OVERALL PURPOSE OF ROLE**

The Corporate and Individual Donor Manager will play a leading role in driving our fundraising strategy, cultivating and maintaining relationships with corporate partners and individual donors to secure vital funding for our programmes. This role demands a strategic thinker with exceptional communication skills and a proven track record in donor management and fundraising.

## **KEY DUTIES & RESPONSIBILITIES**

### **CORPORATE DONOR MANAGEMENT**

- Develop and implement a targeted corporate fundraising strategy to significantly grow corporate donations.
- Identify and research potential corporate partners, aligning their CSR objectives with the mission of The Baytree Centre.
- Create compelling proposals and presentations tailored to corporate donors, highlighting the mutual benefits of partnership.



- Establish and nurture relationships with key decision-makers within corporations, ensuring ongoing engagement and support.
- Plan and execute corporate fundraising campaigns and events to drive donor engagement and increase contributions.
- Collaborate with the Communications Manager to create bespoke corporate sponsorship packages and marketing materials.
- Monitor and evaluate the success of corporate fundraising activities, adjusting strategies as necessary to achieve targets.

#### INDIVIDUAL DONOR MANAGEMENT

- Develop and execute a strategy to grow individual donations, including major gifts, regular giving, and one-off contributions.
- Identify and engage potential individual donors through research, networking, and targeted outreach.
- Craft personalised communication plans to build strong, long-term relationships with individual donors.
- Organise and manage donor recognition programmes and events to acknowledge and celebrate donor contributions.
- Create and launch innovative fundraising campaigns, leveraging digital platforms and social media to reach a broader audience.
- Develop and distribute impactful fundraising appeals and newsletters to inspire and retain individual donors.
- Analyse donor data to identify trends and opportunities for growth, providing regular reports to senior management.

#### GENERAL RESPONSIBILITIES

- Collaborate with internal teams to ensure a cohesive approach to fundraising and donor engagement.
- Stay informed about fundraising trends and best practices, incorporating this knowledge into fundraising strategies.
- Provide regular performance reports and updates to the senior management team.
- Ensure compliance with fundraising regulations and ethical standards.

#### STANDARDS & QUALITY

The jobholder will be expected to:



- Adopt and encourage best practice and support of procedures to protect & safeguard children, young people & vulnerable adults.
- Carry out duties and responsibilities according to Baytree's Culture and Values, Equality, Diversity & Inclusion commitment, Health & Safety Policy, and all other policies, working practices & procedures.
- Ensure delivery meets the London Youth Silver, Matrix, and Investing in Volunteers quality standards.
- Set a good example in terms of punctuality, manner, attendance, and presentation.
- Maintain a clear enhanced DBS check.
- Positively participate in staff development, information, and other team meetings.
- Ensure that beneficiaries' data is kept confidential in compliance with Baytree's policies.
- Support and demonstrate the core principles and values of the Baytree Centre.
- Perform such other duties as may be reasonably required of them.

## PERSON SPECIFICATION

- Knowledge and experience in working with the corporate sector
- Proven experience in corporate and individual donor fundraising, preferably within the charity sector.
- Strong understanding of the fundraising landscape and donor management principles.
- Excellent communication, presentation, and interpersonal skills.
- Ability to build and maintain effective relationships with a diverse range of stakeholders.
- Strong organisational and project management skills.
- Proficiency in using fundraising databases and CRM systems.
- A proactive, results-oriented approach with the ability to work independently and as part of a team.
- Passion for the mission and values of The Baytree Centre.

## WHAT WE OFFER

- A supportive and inclusive work environment.
- Opportunities for professional development and growth.
- The chance to make a significant impact on the lives of women and girls in the community.

[Join us in our mission to create opportunities and transform lives. Apply today!](#)