



<b>Job Title:</b>	<b>Fundraising Partnerships and Events Manager</b>
<b>Location:</b>	<b>Home based, but with the necessity of travel</b>
<b>Reports to:</b>	<b>Chief Executive</b>
<b>Salary:</b>	<b>£32,000 to £38,000 dependent on experience</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Contract:</b>	<b>Permanent, full time</b>

### **Purpose**

This is an exciting time for Switch the Play Foundation. Having operated as a social enterprise since 2014 and built a strong reputation for delivery, in early 2020 Switch the Play converted to charitable status to enable us to reach and support more athletes through our work. Having spent the past year converting to this new approach, Switch the Play Foundation now has an opportunity to hire a Fundraising Partnerships and Events Manager who will be expected to work closely with the Chief Executive to lead and implement the fundraising strategy for the charity with a particular emphasis on corporate partnerships.

Given Switch the Play Foundation is currently in a period of growth, the new Partnerships and Events Manager will be joining a small and ambitious team and so will need to be a self-starter, happy to work both autonomously and collaboratively and lean into the work required. They will have an exciting opportunity to play a key role in helping to make a significant difference to supporting the personal development and positive transition of sports people to life outside of sport, as well as stimulating opportunities for continued professional development enabling the role holder to further grow.

We are looking for a highly motivated, visionary, and innovative individual capable of handling multiple priorities simultaneously, ideally with a strong track record in delivering revenue growth through corporate partnerships and/or charitable fundraising. The role holder will be responsible for planning, developing, and implementing commercial strategies to engage new and existing corporate partners with the main goal to support and accelerate growth. The scope of the role also includes leading on philanthropic fundraising through high-net-worth individuals, and fundraising events, where the charity is a beneficiary.

Switch the Play Foundation is committed to creating a safe working environment. All recruitment is undertaken in line with our Safer Recruitment Policy. We are committed to Equal Opportunities for all and welcome applications from all suitably qualified individuals regardless of race, gender identity, biological sex, disability, religion/belief, sexual orientation, or age. The successful candidate will be required to undergo an Enhanced DBS Check and operate in line with our Safeguarding Policy.

To apply please send a cover letter and copy of your cv to [recruitment@switchtheplay.com](mailto:recruitment@switchtheplay.com). We are also happy for candidates to submit additional information about their suitability for the role through a video or by creating a Wake via <https://wakelet.com>.

**Closing date for applications: 5pm on Friday 14th January.**

Interviews to be held week commencing 24<sup>th</sup> January.

## **Responsibilities**

The day-to-day role of the Fundraising Partnerships and Events Manager will involve:

### **Fundraising strategy**

- Work alongside the CEO, Trustees and Fundraising Advisory Board with responsibility for **planning, developing and implementing** our fundraising strategy which will maximise income generation from a range of sources, with a particular focus on corporate fundraising.
- Monitor and evaluate the success of all communications and fundraising activity and to use this learning to inform and shape the future of our activity in this area throughout the organisation.

### **Fundraising partnerships**

- Responsible for **identifying and developing a pipeline** of prospective high value and potential high value supporters through market and prospect research; high quality proposal and presentation writing.
- **Instigate and build** relationships with companies or major donors with a view to establishing and maintaining fundraising partnerships.
- Lead on the cultivation and stewardship of supporters, including the **account management** of partnerships with businesses ensuring major donors or companies feel engaged, valued, and are kept informed of progress and key milestones.
- Maintaining awareness of and staying up to date with the market and competitive landscape to challenge the status quo and drive market leading innovation and long-term revenue growth.

### **Events**

- Work alongside the CEO and Fundraising Advisory Board to **secure and maintain partnerships** with event organisers with the aim of ensuring a portfolio of fundraising events are agreed and diarised across the year.
- Lead on the fundraising aspects of events where Switch the Play are a beneficiary including:
  - Leading on the **sales strategy** which may include table sales at events, or corporate teams for golf or charity shooting days for instance.
  - Leading on the acquisition of **auction prizes** for events.
  - Seeking corporate gifts and **sponsorship** for fundraising events.
  - Aligning our work on **stewardship** of existing donors and partners and considering opportunities for building new relationships in line with our pipeline of corporate partners.
  - Ensuring that **post event stewardship** and thank you's are prompt and professional.
- Attend fundraising and other events representing the charity as required.
- Work to maximise benefit from places purchased at challenge events (where they form part of the strategy).

### **Organising and inspiring senior volunteers**

- Help to manage, retain, engage, and develop a network of senior volunteers via our **Fundraising Advisory Board** to support fundraising activities, ensuring they have a clear understanding of the role they can play in contributing towards our fundraising strategy.

### **Administration**

- Create and maintain income pipelines aligned to income targets, prepare regular reports and contribute to monthly management information.
- Maintain the charity's supporter database, ensuring that records are up to date, complete and stored and used in compliance with relevant legislation and regulatory requirements
- Contribute to the creation of compelling and persuasive written and verbal communication to produce high quality fundraising materials, pitches and presentations which convince funders to support the charity's work.

- Working with our marketing and communications lead to ensure we use media effectively to create and deliver insightful and engaging communications and drive key messaging.
- To ensure ethical, best practice and compliant fundraising activities; stay up to speed with best practice within fundraising and the charity sector; identify areas of compliance, new areas of opportunity and innovation within the sector.
- Liaise regularly with colleagues to ensure an up-to-date knowledge and understanding of programmes, impacts, outcomes and potential.

### **Key skills**

Key skills you will need include:

- Exceptional verbal and written communication skills, including strong presentation skills.
- Strong interpersonal and networking skills - ability to represent the Foundation's vision, strategy, and activity at high levels with the confidence to galvanise support of Trustees, colleagues, and supporters.
- Self-starter - able to develop and deliver on plans with minimal direction; proactive and confident in using own initiative and prioritising workloads.
- Strategic and analytical thinker – the ability to see the 'big picture' and identify opportunities to leverage all tools to create new revenue opportunities.
- Creative thinking and problem solving – excellent at spotting and taking advantage of donation opportunities.
- Team working abilities - you need to be adept at working with others, whether they be internal colleagues, or partners.
- Strong budget management skills.
- Proficient IT skills including PowerPoint.

### **Experience**

We are looking for somebody who can demonstrate:

- Ideally a minimum of 3 years of experience as a fundraiser, including corporate fundraising, with a proven track record of developing relationships and converting prospects including planning and managing donor journeys.
- Experience in identifying and presenting new prospect opportunities, including the creation of standout and engaging presentations/proposals.
- The ability to show tangible results regarding revenue growth.
- A contact list of prospective clients.
- An expert consultative sales approach, identifying the client need and leading with this first.
- A keen interest in the Switch the Play cause.
- Sound knowledge of fundraising techniques and processes and of what motivates donors.
- Experience of using CRM systems for fundraising, or directly equivalent.

The candidate must have permission to work in the UK.