

Role Title: Donor Relations Manager	Responsible to: Operations Manager
Department/Directorate: Vetlife	Responsible for: N/A
<p>Purpose of Role:</p> <p>To grow income to Vetlife through commercial partnerships and other fundraising activities.</p>	
<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • The post-holder will manage the process of identifying, cultivating, delivering and stewarding corporate support across the veterinary industry. • Proactively identify new opportunities both for commercial support and grant applications. • Create sponsorship opportunities and develop high-quality bespoke sponsorship packages and proposals. • Undertake due diligence on all prospective sponsors and supporters by working closely with the Operations Manager and Communications Committee to ensure we are aware of any potential issues and have a process with which to manage and minimise risk. • Project manage any outputs resulting from commercial relationships. • Ensure relationships are well managed and stewarded with regular contact, updates and communication. • Liaise with sponsors 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 Operations Manager and Communications Officer. • Lead on the production of relevant monthly management reports. • Work with the Communications agency to develop and maintain up-to-date promotional materials for sponsors and supporters. • Lead on the development and management of other philanthropic initiatives such as major donor and legacy campaigns. • Attend national events throughout the year which will involve overnight stays. <p>Administrative Activities</p> <ul style="list-style-type: none"> • Manage budgets which will be set and agreed in liaison with the Operations Manager. 	

- Make grant applications where these have been identified.
- Prepare sponsorship contracts and letters of agreement for sponsors and donors for sign off through Operations Manager.
- Draft all follow up letters and other correspondence as required.
- Ensure that Trustees and any staff are properly briefed and prepared for any meetings with prospects, and supporters.
- Provide timely reports on areas of responsibility.

Additional responsibilities

- Any other duties as may be reasonably expected and which are commensurate with the level of the post.

People

Internally, the role holder will work closely with the Operations Manager, the Board of Vetlife, the Communications Officer, and communications agency. The role holder will also need to ensure the Operations Manager, and others across Vetlife are kept informed and involved when necessary.

There will be significant relationship management with commercial supporters on a day to day basis.

Initiative/innovation

The role holder will be expected to work under their own initiative and be innovative in the formation of commercial relationships and the creation of bespoke proposals, demonstrating value for the contributions of major supporters.

A lot of the success with commercial and major donors is through relationships. These relationships will not be solely between the Donor Relations Manager and the supporter. The role holder will need to broadly understand the big issues in the veterinary profession and then bring the right people together in order to facilitate conversations at the right level to ensure progress is made.

The role holder will also need a creative approach to building proposals, understanding the different topics, channels, platforms, and audiences available to Vetlife.

Resources

The role holder will have responsibility for a reasonable marketing budget and the support of colleagues internally and externally to help with the creation of collateral.

Influence/impact

The role of the Donor Relations Manager has the potential to make a significant impact on Vetlife through the development of this income stream and more modern approach to engagement with the commercial world and wide range of stakeholders. Progress is currently in the early stages, so the role holder has scope to shape future direction in this role.

Skills, knowledge, experience and behaviours	Essential	Desirable
Demonstrable and successful experience of corporate fundraising, including multi-year partnerships in range of £50K – £200K p.a. as well as more ad hoc sponsorship packages.	X	
Demonstrable experience of maximising opportunities from researching prospects to generating meetings, and securing income to achieve sales targets	X	
A strong understanding of corporate fundraising practices and principles, including risk management	X	
Experience of writing successful grant applications	X	
Experience of working for a membership body or charity		X
Outstanding relationship builder and networker both internally and externally, with excellent account management skills.	X	
Entrepreneurial and creative approach to fundraising	X	
Highly self-motivated	X	
Attention to detail	X	
Excellent influencing and negotiation skills	X	
Tactful and assertive, with the ability to communicate at all levels in a complex environment.	X	
A high level of practical and organisational skills	X	
Ability to work on your own initiative	X	
Good social skills	X	
Strong oral and written communication skills	X	
Ability to work as part of a team and to support colleagues	X	
Absolute discretion and ability to maintain confidentiality	X	
Willingness to learn new skills	X	
Ability to work in a changing and flexible organisation	X	
Qualifications		
Educated to degree level or equivalent	X	
Relevant fundraising qualifications, courses, training and memberships		X