

Role Title: Donor Relations Manager	Responsible to: Head of Operations (Vetlife)
Department/Directorate: Vetlife	Responsible for: N/A
Purpose of Role: To maintain and grow income to Vetlife through relationships with commercial organisations and major donors.	
Key Responsibilities: <p>The post-holder manages the process of identifying, cultivating, delivering and stewarding mutually beneficial major donor relationships of potential significance to Vetlife across the veterinary and allied industries. To do so the role holder will:</p> <ul style="list-style-type: none"> • develop and manage a comprehensive system for engaging and managing corporate prospects as well as individual major donors; • proactively identify new opportunities both for corporate support and individual major donors; • review sponsorship materials and develop high-quality bespoke sponsorship packages and proposal; • undertake due diligence on all prospective sponsors and supporters by working closely with the Head of Operations and Communications Committee to ensure we are aware of any potential issues and have a process with which to manage and minimise risk; • 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 and in particular to supervise and organise the marketing and PR benefits, by liaising with the Head of Operations 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 launch and management of other fundraising initiatives; • attend national events throughout the year which may involve overnight stays. 	

Administrative Activities

The role holder will:

- manage budgets which will be set and agreed in liaison with the Head of Operations;
- prepare sponsorship contracts and letters of agreement for sponsors and donors for sign off through the Head of Operations;
- draft all thank-you 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

- The role holder may undertake such other duties as may be reasonably expected and which are commensurate with the level of the post.

Scope of role

The scope of the Donor Relations Manager role covers the creation of packages to deliver corporate supporters as well as major donors, and the development and maintenance of those relationships, to drive financial growth for Vetlife. There will also be some responsibility for other fundraising initiatives within this area.

People

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

There will be significant ongoing relationship management with corporate supporters and major donors.

Initiative/innovation

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

Much of the success with corporate partnerships and major donors is through relationships. These relationships are not solely between the Donor Relations Manager and the partner. Some of the most important relationships in the formation and development of a corporate partnership are with those closest to the theme being explored and often at a senior level. The role holder needs to broadly understand the big issues in the veterinary profession to bring the right people together in order to facilitate conversations at the right level to ensure progress.

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

Resources

The role holder has 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 Donor Relations Manager has the potential to make a significant impact on Vetlife through the development of a relatively new 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 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