

Job Profile

Job Title:	Challenge Events and Corporate Partnerships Executive
Service:	Commercial
Reporting to:	Head of Corporate Partnerships
Salary Range:	Up to £25k pa including London weighting
Location:	Coram Campus, 41 Brunswick Square, London WC1N 1AZ
Work Pattern	35 hours per week with occasional weekends and evenings
Contract:	Permanent

About Coram

Coram is the UK's longest-serving children's charity, having been established in 1739, as the Foundling Hospital by philanthropist Captain Thomas Coram. We aim to help give children the best possible start in life and have been finding new ways to help them for 280 years. Today, we are a group of charities and charitable companies and have a strong reputation within the children's care sector. Coram is a leader in adoption and fostering, children's health education, therapy, child and family law, and advocacy for those in and leaving care. We also have an in-house academic team and we promote best practice to government, local authorities, other children's organisations and professionals.

Coram's established Commercial functions work to raise some £5m per annum in revenue and capital funding and to achieve year on year increase in support of the organisation. Following the opening of the Queen Elizabeth II Centre in 2018, Coram has exciting plans to grow further and is set to realise its vision as a national centre of excellence for children with further development of the Coram group and an established position in influencing policy, debate and public engagement with the issues facing children.

The Corporate Partnerships and Challenge Events Team have responsibility for managing existing corporate partnerships, participation events and securing new business to achieve income targets. Existing participation events include the London Marathon, Ride London and London Landmarks Half Marathon. Existing corporate partners include Club Peloton, Ecclesiastical, Sodexo, Ansvar Insurance, Rede Partners, The Kimpton Fitzroy London, Havas London, Hamleys and Cadence Innova.

Coram is seeking a self-motivated, determined and driven fundraising professional. The ideal candidate will be someone who can hit the ground running to maximise income through our participation events portfolio and corporate partnerships. You will also be a team player who is generous in sharing your knowledge and experience.

Purpose of the Role:

To maximise income and brand exposure through the delivery of participation events and corporate partnerships; deliver sector-leading stewardship to our supporters and explore avenues for new opportunities and growth.

Main Duties & Responsibilities:

Participation Events (70%)

To manage and deliver a portfolio of events, as well as work on new event products, and support other participation event activity as directed by the Head of Corporate Partnerships

- Manage the planning, development, implementation and evaluation of an allocated portfolio of events
- Act as the main point of contact for these events internally and externally. Provide thorough briefing documents, advice, guidance and support to supporters, volunteers and internal teams
- Lead on the analysis and timely delivery of end of campaign / event reports, suggesting improvements for the future, including an assessment of financial and non-financial targets, feedback from participants
- Ensure that events processes comply with relevant charity legislation
- Identify and progress opportunities for development and innovation of the events portfolio – assisting the Head of Corporate Partnerships in presenting clear rationale for proposals
- Complete administrative duties as required. Ensuring that administrative systems are adequately resourced and maintained and identifying where the efficiency of systems can be improved
- Attend and lead delivery of UK events and attend and support other events as required. This may require occasional weekend working and time away from home

Responsible for the delivery and management of income and expenditure for allocated event portfolio:

- Deliver financial and non-financial objectives for allocated events
- Monitor event income and expenditure targets as agreed by the Head of Corporate Partnerships ensuring there are clear processes in place to monitor all activity and to report on milestones and KPI's for select events

Help develop and deliver marketing campaign to promote participation events:

- Work closely with the Head of Corporate Partnerships, Marketing and Communications teams to create creative and engaging acquisition materials
- Curate regular updates for social media and Coram website – ensuring information is up to date with engaging copy, imagery and relevant promotions
- Grow a strong Team Coram identity across marketing, content and stewardship

To deliver sector-leading supporter care:

- Deliver sector-leading supporter care with excellent stewardship of participants and enquirers across the event programme – increasing fundraising per head, conversion rates, cross-selling, up-selling and repeat participation levels
- Develop supporter journeys incorporating service specific content, consistent processes and ensuring consistency
- Work with the Marketing Team to develop Team Coram materials.
- Generate case studies and testimonials to generate cause awareness.

Corporate Partnerships (30%)

To manage and deliver corporate partnerships as well as engage in new business activity as directed by the Head of Corporate Partnerships:

- Support creative and innovative campaigns with assigned corporate partners using a range of fundraising techniques to engage and inspiring supporters, whilst maximising income and adding value (i.e. gifts in kind, events, employee fundraising and giving) for Coram

- Manage day-to-day queries from employees, fulfil resource requests, support activities, and attend and advise on fundraising events
- Liaise with a range corporate contacts, build and develop relationships
- To monitor income and expenditure of partnerships against team targets, updating on a monthly basis
- Effectively solve problems and manage risk to ensure targets are achieved
- Carry out new business activity including research and cold calls to potential new partners as well as prepare proposals and presentations where required
- Create and maintain records of partnership finances, relationships and activity, ensuring up to date and accurate records are held on Coram's Raisers Edge database and other systems
- Provide reports and analysis as required
- Attend meetings, seminars, networking events / groups
- Work with and provide support for the Corporate Partnerships team – attending meetings, help develop and deliver partnerships, projects, events and take on project management of bespoke activities
- Manage specific projects as agreed with the Head of Corporate Partnerships and assigned corporate accounts to corporate partnerships team standards
- Any other duties within competence as required including attendance and volunteering at planned evening and weekend events and travel across the UK

This Job Description does not form part of your contract of employment.

Person Specification

Knowledge, skills and experience: E=Essential, D=Desirable

- Experience of working on participation events including developing and working to event plans (E)
- Proven track record of delivering income and expenditure budgets (E)
- Experience managing relationships and supporting projects in a fundraising or business environment (E)
- Experience of managing partnerships (E)
- An understanding of researching and initiating new business opportunities (D)
- Experience of developing compelling marketing materials for print, web and social media (D)
- Strong verbal (face-to-face and on the phone) and written (proposals, marketing and supporter correspondence) communication skills (E)
- Ability to persuade, motivate, network and negotiate within a business environment (D)
- Good planning and prioritising skills to manage a varied and pressurised workload while focusing on the "big picture" – i.e. Coram's vital work to support vulnerable children (D)
- Experience of using financial systems to process income and expenditure for a variety of income streams (D)
- Ability to utilise electronic and manual administrative systems efficiently and general IT skills including MS Office (E) and fundraising database i.e. Raiser's Edge (D)

Skills and personal attributes

- Creative, innovative, enthusiastic and forward thinking
- Ambitious and pro-active with a desire to succeed
- A positive, 'can do' attitude, with a focus on finding solutions to challenges faced
- A collaborative approach but can work independently with minimal supervision
- Confident in communicating with and managing corporate contacts, supporters and event participants

- A proven ability to work cohesively within, and contribute towards a team plus engage cross departmentally
- Numerate with the ability to manage income and expenditure budgets
- A good attention to detail and ability prioritise work to meet deadlines
- Experience of using a fundraising database such as Raiser's Edge
- Excellent IT skills including word and excel
- Experience of demonstrating confidentiality and the ability to be discreet
- Passion for the positive development of children and young people and commitment to Coram's Equal Opportunities policy

Scope of Job

- Manage and deliver a portfolio of participation events and work on other events as directed by the Head of Corporate Partnerships
- Responsible for the delivery and management of income and expenditure for events portfolio
- Promote and market event opportunities to the general public, current supporter base and internally
- Work with the Corporate Partnerships Team to maximise partnerships and generate new business
- Deliver sector leading supporter care

General

In addition to the specific duties and responsibilities outlined in this job profile all employees are expected to be competent with the use of technology and information systems and understand their duties and responsibilities with regard to the appropriate use of personal data including sensitive personal data

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder