



**Job Title:** Corporate Development Executive

**Reports to:**

**Salary:** TBC

**Job Summary:**

To support the Corporate Partnerships Strategy of engagement initiatives to satisfy the needs and desires of SME and Blue Chip businesses within the MAA region to generate new donations into the Charity.

To manage and support existing corporate partners and working in line with the CPM secure new corporate partners and to develop new partnership opportunities.

To assist with organising, promoting and implementing events, and to be an ambassador for the charity

To ensure that business partnership capitalises each the CSR Policy of each corporate supporter, through fundraising activities in aid of MAA.

To achieve annual target donations by facilitating the development of a corporate support.

**Main Duties;**

1. To support the agreed fundraising strategies with volunteers, businesses and organisations and others;
  - Initiate new viable corporate fundraising initiatives
  - Develop and sustain sound working relationships with corporate partners and sponsors
  - Identify potential new sponsors and partners
  - Work in conjunction with the Events team and administration team to ensure the commercial success of each corporate partnership
  - Maintain the CRM and Outlook database of performance, contacts, income, weekly activities, appointments and results against income targets set by your line manager
2. As and when required attend meetings and represent the Charity at networking groups and organisations to provide presentations and Corporate CSR Packs on the benefits of working with the Charity:
  - Ensure all presentations are current and on Charity templates
  - Ensure presentations are tailored to each audience
  - Follow up all presentations with calls on each business attending
  - Follow up each attendee with diarised meetings
  - Record outcomes of each meeting
3. To work as an integral part of the fundraising team
4. To work in accordance with documented procedures necessary to ensure compliance with the requirements of the Quality Management Systems and documentation

**Job Description**



5. To carry out duties necessary for the future development of the role of corporate development role and the Charity, including:
  - Prepare and submit monthly fundraising reports detailing activities and income generated from initiatives that you have directly instigated and followed through to completion
  - Maintain Full Records of performance against the income targets set for you and the department
  - Attend monthly meetings with your team, line manager and senior management, reporting results of activities.
6. Key Performance Indicators will be agreed in advance of each period. The success within the role will be measured against these areas and contribute to your annual review and would include;
  - New Income on sponsorships against target
  - New Income on partnerships against target
  - Income on other commercial activities
  - New Initiatives developed and planned
  - New contracts agreed in advance
  - Commercial success of corporate partnerships and managed fundraising initiatives
  - Reporting on progress of ongoing projects and campaigns
7. Developing and managing key relationships inside MAAC:
  - Working with key MAAC staff i.e. administration staff, event management, fundraising managers and volunteers etc. to obtain support for and involvement with local fundraising activities
  - Working with key individuals and corporate bodies to promote regular giving and fundraising support
  - Working with the communications team to support local media and PR to maximise publicity and awareness of MAAC and its activities
8. Other:
  - Working within MAAC policies, procedures and adhering to legal frameworks.
  - Ensure compliance with all health, safety and governance arrangements relating to codes of safe practice in the Charity. In particular:-
    - (a) all applicable legal requirements, including for the avoidance of doubt the Charities Act 2006;
    - (b) the Institute of Fundraising Codes of Fundraising Practice, and any other code of practice applicable to you and/or Charity, and/or the your contract of employment;
    - (c) the Charity Commission Guidance CC20 (Charities and Fundraising), and any other guidance notes applicable to you and/or Charity, and/or your contract of employment;
  - Cash handling, banking, acknowledging and receipting income in accordance with MAA policies and procedures.
  - Undertaking administrative duties as required.
  - Working occasionally on weekends to support fundraising events and activities.
9. To carry out such other duties commensurate with the role.

# Midlands Air Ambulance Charity

## Job Description



### Skills and Experience:

- Strong administration and organisational skills with good attention to detail
- Excellent written and verbal communication skills
- Ability to communicate in a clear, friendly and professional manner
- Demonstrable initiative and enthusiasm and ability to multi-task and plan own workload
- Competent use of Microsoft windows packages, email and the internet
- Project management skills
- Enthusiasm for the cause and ability to represent Midlands Air Ambulance in a professional manner.
- Knowledge of events organisation and an interest in further developing event organisation skills
- Knowledge of the media (desirable, but not essential)



### ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

### CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Information governance, Code of Conduct, Health and Safety, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

### HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

### MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided.

### CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 1998, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 1998 or associated legislation.

### FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

### CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

### REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

### DISCLOSURE & BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'.

### TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

### SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.