

## **Regional Partnerships and Fundraising Manager**

### **About Us**

The Grace Kelly Childhood Cancer Trust exists to ensure no family faces childhood cancer alone, providing vital support, raising awareness of the signs and symptoms of childhood cancer, and funding research into rare and aggressive childhood cancers. As we continue to grow, we are embarking on an exciting new chapter focused on sustainable income growth, stronger partnerships and smarter ways of working. We are seeking an ambitious, relationship-driven Regional Partnerships & Fundraising Manager to help build long-term, diversified income streams that support our mission and maximise our impact.

### **Job Purpose**

This role is intended to support fundraising delivery through strategic partnership development, relationship management and pipeline growth, working collaboratively alongside the Charity Fundraiser who leads community fundraising activity.

The Regional Partnerships & Fundraising Manager will lead the development of sustainable income streams across corporate partnerships, regular giving, trusts and grants, legacy giving and strategic community relationships. The postholder will focus on building long-term supporter value, strengthening regional networks, and developing a robust fundraising pipeline that delivers predictable growth whilst working collaboratively across the organisation. All fundraising activities will be underpinned by effective CRM utilisation, transparent reporting, and a commitment to shared organisational goals.

**Reporting to:** Marketing and Operations Manager

**Direct Reports:** Charity Fundraiser

**Member of:** Senior Leadership Team

### **Key Responsibilities:**

#### **Corporate Partnerships and Payroll Giving**

- Develop and manage a pipeline of corporate partnerships, payroll giving opportunities and strategic employer relationships across the region.
- Secure and steward multi-year partnerships, sponsorships and employee engagement opportunities that deliver long-term value and sustainable income growth.
- Maximise partner retention through effective relationship management and supporter stewardship.

## **Trusts and Grants**

- Coordinate and oversee trust and grant pipelines, working collaboratively with colleagues to identify opportunities, manage reporting requirements and maintain strong funder relationships.

## **Regular Giving and Donor Development**

- Increase acquisition of regular donors.
- Develop supporter journeys that maximise retention and long-term engagement.
- Work with Marketing & Operations to improve donor communications and stewardship.
- Utilise data and segmentation to improve donor conversion and retention.

## **CRM & Pipeline Management**

- Champion Salesforce adoption and maintain accurate records, ensuring fundraising activity, opportunities and supporter interactions are effectively captured.
- Produce pipeline reports, forecasts and performance insights to support strategic decision-making and identify opportunities for growth.
- Develop accurate income forecasting to support planning and financial sustainability.
- Take ownership of the fundraising pipeline, ensuring sufficient prospect activity and conversion opportunities exist to deliver agreed income targets.

## **Leadership and People Management**

- Actively contribute as a member of the Senior Leadership Team, supporting organisational decision-making, strategy development and collective leadership.
- Role model collaboration, accountability, openness to learning and inclusive leadership behaviours.
- Provide effective leadership, coaching and support to the Charity Fundraiser, ensuring clear priorities, objectives and development opportunities.
- Foster a positive, high-performing culture focused on shared success and continuous improvement.
- Demonstrate collective responsibility for the achievement of organisational objectives, performance and culture.

## **Strategic Contribution**

- Contribute specialist fundraising expertise whilst operating within the charity's wider operational, strategic and budgetary framework.
- Contribute to the organisation's income generation strategy and annual planning process.
- Support a culture of transparency, collaboration and shared accountability.

- Work closely with the Marketing & Operations Manager to ensure fundraising activity aligns with organisational priorities and available resources.
- Work collaboratively with the Charity Fundraiser to identify opportunities where community relationships can be developed into corporate partnerships, payroll giving opportunities, major donor prospects and other strategic income streams.
- Contribute to Senior Leadership Team discussions and organisational planning as required.
- Work collaboratively with the Marketing & Operations Manager and the Charity Fundraiser to identify and support opportunities for new Named Funds, ensuring successful transition into ongoing supporter stewardship.
- Identify opportunities to improve fundraising efficiency, supporter experience and team capacity through effective use of systems, data and automation.
- Act as an ambassador and advocate for the charity, actively raising awareness of childhood cancer, promoting the charity's work and identifying opportunities to grow influence, partnerships and support.

### **Governance, Compliance and Safeguarding**

- Ensure all fundraising activities comply with GDPR, fundraising regulations and organisational policies.
- Maintain a strong commitment to safeguarding and safe working practices, supporting the welfare of children, young people and families engaged with the charity.
- Contribute to robust governance, risk management and compliance across fundraising activities.

### **Success Will Look Like**

#### **Within the first 12 months the postholder will:**

- Establish a strong corporate and payroll giving pipeline.
- Secure new strategic partnerships and sustainable income streams.
- Improve data quality, reporting and fundraising forecasting through Salesforce.
- Make a positive contribution to the organisation's culture, collaboration and long-term financial sustainability.

### **Our Approach**

We believe that fundraising expertise and organisational leadership work hand in hand. This role is designed to support fundraising delivery through strong collaboration, effective systems, and sustainable growth. We are looking for someone who thrives in a team environment and is excited to help shape the future of fundraising at the Grace Kelly Childhood Cancer Trust.

## Person Specification

| Essential                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Desirable                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| <ul style="list-style-type: none"> <li>• Proven business development, relationship management, fundraising or account management experience.</li> <li>• Proven track record of generating income or securing partnerships.</li> <li>• Strong networking and influencing skills.</li> <li>• Comfortable using CRM systems to manage pipelines and relationships.</li> <li>• Strong commercial awareness and ability to identify opportunities.</li> <li>• Excellent communication, collaboration, influencing and presentation skills, with the ability to build effective relationships across a range of stakeholders.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience of corporate fundraising or partnership development.</li> <li>• Experience securing trusts and grants funding.</li> <li>• Experience of payroll giving schemes.</li> <li>• Experience using Salesforce or similar CRM platforms.</li> <li>• Experience working within the charity sector.</li> <li>• Understanding of ESG, CSR and employee engagement programmes.</li> </ul> |