

<b>Job Location:</b>	CHSS Head Office
<b>Responsible to:</b>	Partnerships Manager
<b>Responsible for:</b>	None

1. Introduction to Chest Heart & Stroke Scotland

# NO LIFE HALF LIVED

Everyone has the right to live life to the full. After a diagnosis of a chest or heart condition or a stroke, many people experience fear and isolation and struggle with the impact on their lives. Chest Heart & Stroke Scotland won't stand for that. The care and support we deliver every day ensures everyone can live the life they want to.



**Our Vision:** welcome to a Scotland where people with our conditions can live their lives well. Full lives, with the right support, at the right time and in the right place. A place where you can shape your future and live the life you want to lead.

**Our Mission:** welcome to a community where people can support each other, secure the expert help they need and collectively advocate for the care that matters to them. Welcome to the charity that never underestimates the power of a cup of tea, a conversation started, a recovery begun.



**No Life Half Lived means we need to listen to people with our conditions and deliver well for them. We have identified four goals to get us there.**

We will place our focus on **addressing the unmet needs** of people with our conditions - social, emotional, and physical - across all Scotland's communities.

We will be **led by our people:** people with lived experience of our conditions, their families & carers, friends, colleagues and healthcare professionals.

We will secure the **funding required to deliver via a diverse income portfolio that is consistent with our values** and ethical approach.

We will be **effective and accountable** in all that we do.

We have developed six values to guide us in delivering against our goals:

**Agile:** we will be able to adapt to the needs of our people and the environment we work in.

**Innovative:** we will look for improvement in what we currently do and be creative in developing new services.

**Inclusive:** we will adopt a human rights based approach to our work and ensure we are accessible.

**Accountable:** we will take ownership for our work and hold decision makers to their responsibilities.

**Collective:** we can only achieve our goals by working together and learning from each other.

**Courageous:** we will say what needs to be said and do what needs to be done to meet our goals.



## 2. Fundraising Department

Over 80% of our net income coming from legacies and other donations together with income generating activities, including fundraising events, retail and trading.

The primary purpose of the Fundraising Department is to raise the money needed to deliver charitable services and provide the internal functions required to run the charity. We do this through a strategy of engagement, with a number of campaigns designed to stimulate support from the Scottish public, including: leaving a gift in their will; monthly and In Memory giving; responding to appeals; raising money in local communities; and taking part in a range of events.

Our aim in all of these is to develop long-term relationships with our supporters, so putting them at the heart of all we do is key to how we work. We also work to develop relationships with corporate bodies, trusts and foundations to support our charitable activities.

## 3. Job Purpose

This new role will provide vital support to the Partnerships Team, enabling them to maximise income generation and grow public awareness of Chest Heart & Stroke Scotland through corporates and trust partnerships.

The postholder will be responsible for maximising income generation through researching, building relationships, applying and pitching to corporate organisations and delivering account management.

Key elements of the role include:

- Charity of the year approaches.
- Building networks across the corporate sector.

- Writing applications for corporate foundations.
- Generating strategic partnership opportunities.
- Account management of existing partnerships.

#### **4. Key Challenges**

- Finding a unique offering for corporates which can break through a highly competitive market.
- Building strong working relationships internally to ensure that opportunities for strategic partnerships are maximised.
- Working closely with the community fundraising team to ensure effective development of leads.

#### **5. Key Tasks**

##### **Corporate**

- To use an understanding of company objectives (including any CSR policy) to ensure that each corporate approach is appropriately targeted to its audience.
- To manage a new business/ prospect pipeline - Working with corporates to develop strategic partnerships, including those involving Cause Related Marketing (CRM) and sponsorship for our flagship events.
- To manage the CHSS Charity of the Year (COTY) calendar, researching and adding new companies to the calendar where and when appropriate.
- To research, compile and write specifically targeted applications to corporate charity of the years and corporate foundations.
- To account manage corporate relationships with support from the Partnerships Manager and Marketing Manager. This will include the development of stewardship plans, communications plans and the managing of partnership resources and income.
- To support with the development and management of corporate specific events – including a corporate ball.
- Ongoing networking to grow awareness of CHSS within the Scottish corporate community.

##### **Systems and Compliance**

- Use the 'Raiser's Edge' fundraising database to manage all potential and realised fundraising contacts across all programmes in line with data protection legislation; work with the Systems Officer to receive ongoing training and development in Raiser's Edge.
- To ensure compliance with any relevant Institute of Fundraising Codes of Practice across all programmes and areas of responsibility; ensure compliance with all accounting procedures for the recording of income, current legislation and CHSS administrative procedures.

##### **General**

- To maintain and develop good working relationships with key staff across CHSS so that funding requirements can be discussed, agreed and actioned
- Contribution to strategic development of the team
- To carry out other tasks in support of the Fundraising Department as required.
- To undertake other duties from time to time as directed by the Partnerships Manager.
- To comply fully with CHSS Policies and Procedures.
- To participate in the CHSS appraisal and support & development process.
- To attend training sessions and other activities as required.

## 6. Key Results/Objectives

To ensure that:

- A strategic corporate strategy is developed and executed (with support from the Partnerships Manager) to reach or exceed new business targets year on year
- A working corporate pipeline and charity of the year calendar is developed and maintained
- Income targets for corporate accounts are reached or exceeded
- Well-developed and delivered partnership plans for each corporate partner
- All corporate supporters have a positive experience of working with CHSS and are keen to support us further

## 7. Dimensions

Budget responsibility: The post holder will be required to manage the budgets for each allocated corporate account.

Contacts:	(Internal)	Partnerships team Community Fundraising Team Strategy Team Individual Giving Team Communication Team Service Delivery Team Volunteering Team
	(External)	Corporate supporters Suppliers

*The above job description is not exhaustive and is clarified to include broad duties inherent in the post. Evaluation and development of this post may, in time, indicate a need to revise duties herein.*

## Person Specification

	Essential	Desirable
<b>Education &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Degree in Marketing, Business Management, Corporate Social Responsibility or equivalent experience in the field</li> <li>• A good understanding of Corporate Social Responsibility, corporate and charity partnerships and key trends within the Scottish corporate sector</li> </ul>	<ul style="list-style-type: none"> <li>• Qualified member of the Institute of Fundraising (Certificate or Diploma) or working towards</li> </ul>
<b>Previous experience</b>	<ul style="list-style-type: none"> <li>• Experience in Corporate Fundraising or similar within the charity or corporate sectors such as marketing, sales or account management</li> <li>• Experience of writing persuasive applications/copy</li> <li>• Robust evidence of generating income through corporate fundraising or appeals</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of writing communications to clients or donors</li> <li>• Working knowledge of Raiser's Edge and online trust fundraising research.</li> <li>• Experience of working in sponsorship</li> <li>• Experience of pipeline management</li> </ul>
<b>Aptitudes, Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills, including the ability to create, maintain and develop working relationships</li> <li>• Good personal organisation and time management skills, including the ability to initiate activities, be self-motivated, and work to tight multiple deadlines</li> <li>• Attention to detail</li> <li>• Creative thinker</li> <li>• Proficient in all Office 2010 applications and use of social media channels e.g. LinkedIn, Facebook</li> <li>• Natural communicator</li> <li>• Problems solving skills</li> <li>• Excellent writing skills</li> <li>• A passion for building great relationships with corporate supporters</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of regulations related to corporate fundraising and administration e.g. data protection, tax etc.</li> </ul>
<b>Values &amp; Attitudes</b>	<ul style="list-style-type: none"> <li>• Tenacity and perseverance</li> <li>• Commitment to self-development</li> <li>• Team player</li> <li>• Commitment to the ethos of the voluntary sector</li> <li>• Belief in the CHSS values (inclusive, courageous, agile, innovative, accountable, united) and ability to make these lived behaviours</li> <li>• Willingness to work flexibly, including some out-of-hours and out-of-doors work</li> </ul>	

## Summary of Terms & Conditions of Employment

**Term:** Permanent

**Salary:** Grade 3(ii), Scale Points 27-34, £26,231 - £32,504 per annum  
(Implementation of job evaluation exercise – review pending)

*New appointments are normally placed at the base of the salary scale unless there are exceptional circumstances.*

**Hours of work:** 32.5 hours per week (CHSS full-time is 32.5 hours)

**Review of Work:** The postholder is subject to the CHSS objective setting, supervision and appraisal process.

**Annual Leave:** CHSS leave year runs from 1st April to 31st March. Employees are entitled to 36 days annual leave in their first year of service (including public holidays). An employee will be awarded one extra day's annual leave for each complete year of service up to a maximum of 42 days (including public holidays). These allowances are pro-rated for part time employees and further pro-rated for those who join or leave CHSS during the leave year.

**Pension scheme:** CHSS offers a Group Personal Pension Plan, which has been established with Aviva. The Plan is a money purchase arrangement. You can choose at what rate you wish to contribute (subject to a minimum age related contribution) and how to invest your own contributions and those made by CHSS. The emerging fund at the point that you wish to take the benefits is then used to purchase a pension that is paid for the rest of your life.

Employee's and Employer's Contributions are paid on the portion of the employee's salary which is above the National Insurance contributions threshold (the Lower Earnings Limit). Employees who meet the relevant criteria are "automatically enrolled" in the scheme.

There are also schemes which provide death-in-service benefit and permanent health insurance.

**Equal Opportunities:** CHSS is committed to equality of opportunity and to no discrimination on the grounds of race, religion or belief, age, sex, marital or civil partnership status, disability, sexual orientation, transgender status, pregnancy or maternity.