

Job description

Job title: Corporate Development Manager

Reports to: Head of Company Fundraising

Division: Fundraising

JOB PURPOSE

To initiate, implement and direct a rolling 3 year strategy to optimise net income and benefits to WWF-UK from the corporate sector through commercial and philanthropic activities

To manage, develop and lead a corporate development executive through clearly defined and achievable objectives and targets under the company fundraising strategic plan and in line with WWF's mission.

Dimensions: Income (prime) £1 million gross

Staff: 1 staff member

PRINCIPAL ACCOUNTABILITIES:

- Meet/exceed annual net income targets from companies each year in developing the 3-year strategy. FY 2002/2003 is £1 million income, cost effectively.
- Develop a strategic new business programme in conjunction with the Head of Company Fundraising, the other Corporate Development Managers and the Business & Industry Group. Take prime responsibility for proactively seeking new business opportunities, and take these through from initial contact, to negotiation and preparation of contracts, to delivery of the agreement. With international relationships, work closely with WWF International.
- Take prime responsibility for developing new, sustaining and enhancing existing relationships with corporate partners, bringing in income across a range of company fundraising mechanisms.
- With support from the Head of Company Fundraising the post holder will be expected to be able to represent all aspect of WWF's company fundraising opportunities.
- Manage and strategically direct external agencies as required
- Manage the account executive in delivering strategy, in particular taking responsibility for:
- Managing and developing the expertise and knowledge of the account executive, taking responsibility for personal development and learning
- Managing performance
- To develop good relationships with other parts of the fundraising department and across WWF, which may have differing priorities, in order to deliver a successful income strategy.
- To manage budgets responsibly and accurately on a monthly and annual basis.

SPECIAL FEATURES

The jobholder is responsible for delivering mutual benefits to corporate supporters, using a charitable link to help achieve business objectives. The role requires comprehensive understanding of the corporate sector and of the wide range of fundraising mechanisms that are available for a successful building of lucrative, long-term partnerships, as is attention to detail.

As the business and industry audience is now key to the development of the conservation audience, co-operation with other department staff is essential to income development.

WORKING RELATIONSHIPS

- Of crucial importance is the job holders ability to identify, initiate and develop relationships with a broad variety of individuals within business and different agencies outside WWF. Typically, agency contacts will cover the separate disciplines of licensing, sponsorship, sales promotion, design and advertising.
- Within WWF, he/she must develop a particular close working relationship with all other managers, promoting departmental integration, supported by the head of company fundraising.
- The jobholder must also develop excellent working relationships with other managers to achieve corporate and company fundraising objectives.
- The increasing emphasis on international fundraising requires the jobholder to develop excellent working relationships with relevant people at WWF-International.

PERSONAL SPECIFICATION

- The jobholder must be of a degree standard and have extensive experience of account management and business development. An understanding of the components of corporate fundraising is desirable.
- He/she must have excellent planning, presentation and communications skills.
- Computer literacy is essential.
- The jobholder must have negotiation and diplomacy skills, which enables networking and fundraising at the highest corporate level.