

**EDINBURGH CHILDREN'S HOSPITAL CHARITY  
CORPORATE AND PARTNERSHIPS LEAD  
JOB DESCRIPTION/PERSON SPECIFICATION**

**Job Title:** Corporate and Partnerships Lead  
**Job Location:** ECHC Office/ RHCYP/ with flexibility  
**Reports to:** Deputy Director of Development

**Purpose:**

Grow income to enable the organisation to transform the lives of babies, children and young people in hospital and healthcare. Deepen engagement and create new partnerships with large corporates, institutions and organisations at both local and national levels.

The post holder will develop, cement and embed existing strong relationships with corporate supporters and grow partnerships with new ones. The post holder will help shape and support new and ambitious fundraising campaigns, ensuring that ECHC secures its place as an iconic Edinburgh institution.

As part of a successful and high-performing and growing Fundraising & Marketing team, this role is pivotal.

**Areas of Responsibility:**

**Income Generation**

- Meet agreed income targets and manage expenditure budgets.
- Maintain and develop the existing portfolio of corporate relationships and an established fundraising calendar, communicating compelling cases for support and providing excellent stewardship.
- Design and deliver bespoke supporter journeys to ensure high levels of engagement and ongoing commitment.
- Research potential new corporate partnerships focusing on Charity of the Year, buy-in to our Campaigns, corporate donations, sponsorship opportunities and employee fundraising.
- Lead and develop the Scottish Children's Hospitals Collective group on behalf of Glasgow Children's Hospital Charity and The Archie Foundation (Aberdeen) to secure new national corporate partnerships.
- Develop and write funding proposals, corporate applications and impact reports to support activity.
- Collaborate with the wider team to maximise corporate contacts and therefore income; network proactively to expand personal, corporate and sector connections.
- Develop the portfolio of Corporate Volunteering opportunities available, matching premium opportunities to the most appropriate corporate teams to enhance and deepen relationships.

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**Administration**

- Ensure all account management activity is recorded on our CRM system, Raiser's Edge, and remains in line with ECHC data security protocols.
- Track, analyse and report on fundraising results, providing clear updates on progress to Line Manager and provide mitigating plans for income shortfalls.

**Additional**

- Keep up to date on developments in the corporate world with a focus on Edinburgh and SE Scotland; horizon scan for new opportunities and partnerships; ensure all fundraising opportunities are maximised.
- Act as an ambassador for ECHC, representing the charity with authority and credibility to key audiences across the corporate sector.
- Keep apprised of the work of ECHC, its impact on children, young people and their families, communicate this fluently, and turn interest in the organisational into support.
- Enhance and protect the reputation of ECHC and use judgement to advise when activities are not in the best interests of the organisation.
- Undertake any other duties appropriate to the role and in line with the needs of ECHC

REQUIREMENTS	ESSENTIALS	DESIRABLE
<b><u>Education &amp; Qualifications</u></b>	Qualified to HND level or with equivalent relevant professional experience	A degree in a relevant subject (e.g., marketing, events management, business)  Qualification from CIOF/CIM/CIPR or other relevant, recognised professional body

<b><u>Experience &amp; Knowledge</u></b>	<ul style="list-style-type: none"> <li>▪ A broad understanding of the Scottish corporate sector and its relation to charity support.</li> <li>▪ An understanding of fundraising principles and</li> </ul>	<ul style="list-style-type: none"> <li>▪ An understanding of and involvement in delivering organisational strategy</li> <li>▪ Working knowledge of Raiser's Edge, or another CRM system.</li> </ul>
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<p><b><u>Personal Qualities</u></b></p>	<p>how they relate to the corporate sector.</p> <ul style="list-style-type: none"> <li>▪ Evidence of delivering exceptional supporter stewardship and an understanding of developing supporter journeys</li> <li>▪ Evidence of building and maintaining relationships and networks across various levels to elicit support</li> <li>▪ Good understanding of GDPR and Gift Aid requirements</li> <li>▪ Successfully managing multiple priorities</li> <li>▪ Evidence of setting, tracking, reporting and reviewing budgets and narratives in excess of £100k per annum</li> <li>▪ A proven track record of achieving targets and growth, and of successfully securing substantial financial support.</li> <li>▪ Ability to act responsively to fundraising opportunities, evaluate ROI and the likelihood of success</li> <li>▪ Credible and able to communicate with authority</li> <li>▪ A can-do, proactive attitude</li> <li>▪ Ability to formulate a strong case for support, and comfortable with making the ask.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of developing policies and protocols to support your area of work</li> <li>▪ A good knowledge of the legislative and regulatory fundraising landscape in Scotland</li> <li>▪ The ability and willingness to bring your own contacts and networks to the role</li> <li>▪ Full UK driving licence and regular access to a car</li> </ul>
<p><b><u>Additional</u></b></p>	<ul style="list-style-type: none"> <li>▪ Professional and always conveys the values of ECHC</li> <li>▪ A passion for the rights of children and young people,</li> </ul>	

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	<p>and the strategic aim and purpose of ECHC</p> <ul style="list-style-type: none"><li>▪ The ability to manage expectations of stakeholders to achieve the best result for both them and the organisation</li><li>▪ An ability to be empathetic and sensitive to the needs of ECHC's beneficiaries</li><li>▪ Willing to work flexibly including evenings and weekends as required</li><li>▪ Willing to undertake additional study or learning as required to fulfil this developing role.</li></ul>	
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