



Job Description

Sponsorship and Fundraising Manager

Department: Membership, Marketing and Communications (MMC)

Reports to: Director of Membership, Marketing and Communications

Key internal relationships: Director of Research and Knowledge
Director of Education
Senior Management Team (SMT)
Senior Leadership Team (SLT)
Member Services and Communications team
Research and Knowledge team
Learning Development Group and Commercial
Learning and Development Group
Education team
Clinical Advisers
Human Resources
College Trustees and Council Members
College Members
College staff

Key external relationships: Other optical bodies
Key optical suppliers
Trusts and funds
Significant stakeholders

Purpose of the role

To manage, develop and deliver a fundraising strategy and sponsorship plan for the College, working closely with the Directors of Membership, Marketing and Communications, Knowledge and Research, and Education. The role will include supporting College staff to develop and maintain existing and new relationships with a view to leveraging these for donations and new sponsorship and fundings activities. The role will also involve the post-holder developing and managing their own key relationships and networks, and leading the sponsorship requirements for large events (working closely with the Events and Marketing teams).

Main responsibilities

Strategy and planning

Complete the development of the College's first fundraising strategy and create an action plan to support effective delivery of the strategy and provide effective return on investment for all fundraising activities. The strategy and action plan will align with the College's Strategic priorities, Research Strategy, and Commercial Strategy, and fit with the College's organisational values.

Develop and manage the implementation of a coordinated approach to sponsorship, working closely with the Events, Marketing, Education, and Knowledge and Research teams to ensure that new fundraising and sponsorship activities do not conflict with established sponsor relationships.

Develop a suite of packages and pricing, attractive to corporate, charities, and funders, to enable expert content to be delivered to an audience of around 20,000 optometrists, other optometric professionals, and public, and enable new projects to happen with external funding.

Relationship management

Map, coordinate and manage the College's network of relationships within the sector with regard to how those relationships impact on our fundraising and sponsorship goals, and ensure that we develop an effective database of past and prospective donors within the sector and beyond.

Plan, and deliver effective communications with past, present and future donors and sponsors to enable an effective community of donors, build and sustain strong relationships with the College.

Fundraising

Develop and deliver a fundraising strategy for agreed activities and:

- generate funds for College projects and activities by way of individual giving, trusts, foundations, strategic partnerships or commercial packages
- support marketing in the communication and promotion of opportunities
- develop relationships across the sector and with trusts and foundations for future opportunities

Individual giving, Trusts and Foundations

Develop a coherent plan to identify and prioritise potential sources of funding for key areas of College activity, including:

- museum, library and information service activities
- research scholarships, grants, and post graduate degrees
- research excellence awards
- patient and public information (including school toolkits and educational activities).

Commercial packages and sponsorship

Capitalise on the audience, reach and reputation of the College.

Work closely with the Event, Marketing and Education teams and take the lead on developing and delivering sponsorship and exhibitor packages for College events, products and services. Identify, promote and be first point of contact for commercial support of:

- research opportunities
- education and learning content
- industry leadership content
- access to audiences by way of advertising, event sponsorship and exhibition opportunities

Person Specification

Experience

Essential: Proven experience of working at a senior level in fundraising and sponsorship roles
Proven experience of managing a range of fundraising and sponsorship activities and relationships.
Proven track record of successful fundraising / income generation from a variety of sources, including individual giving campaigns, high net worth donors, corporate partnerships and grant applications.
Experience of developing and securing industry and corporate packages for events and other content

Desirable:

Experience and/or understanding of the health sector
Experience of working within a professional body / membership organisation
Experience of working with policy, research and education disciplines
Experience of working in a smaller organisation

Education / Qualifications

Essential: Educated to degree level or with an equivalent level of experience

Desirable: PR post graduate qualification and/or an appropriate fundraising qualification

Skills and Knowledge

Essential:
Excellent writing, verbal communication and presentation skills
Proficient in MS Office, Word, Outlook, Excel and PowerPoint
Good knowledge of working with databases, ideally MS Dynamics
Able to build and maintain productive and effective relationships with internal and senior level external contacts
Strong ownership of work from inception to delivery
Well organised with strong attention to detail
Able to work under pressure and meet deadlines
Flexible approach to work
Able to work in a team as well as independently
Able to generate ideas and use initiative to solve problems
Able to prioritise multiple projects and tasks

Additional information

- Typical working hours at the College are 9 am to 5 pm (7 hours, excluding lunch) working five days a week. We operate a flexible working window from 8 am to 6 pm where you can vary your start and end time (working a 7 hour day). This role is flexible and can be worked over a variety of working patterns.
- We also offer hybrid working (a mixture of home and office working). Typically, College staff will work around 20 - 40% of their time within our London office.
- The post will involve occasional UK travel.

Equal opportunities and inclusion

The College is committed to providing equal opportunities in employment and to avoiding unlawful discrimination. We value the differences that a diverse workforce brings to the organisation.

Our values

