



Wereld Kanker Onderzoek Fonds

FUNDRAISING RELATIONSHIP MANAGER

CANDIDATE INFORMATION PACK

JOB DESCRIPTION
PERSON SPECIFICATION
BACKGROUND INFORMATION
BENEFITS INFORMATION

For more information please visit our website www.wcrf.nl

To apply please email a cover letter and CV in English to hr@wcrf.org before 19th October 2011

JOB DESCRIPTION

Job title:	Fundraising Relationship Manager (Relatiemanager Fondsenwerving)
Organisation:	Wereld Kanker Onderzoek Fonds (WCRF-NL)
Division:	Fundraising
Reports to:	Fundraising Manager
Based in:	Amsterdam office
Contract:	One year, with prospect of permanent employment
Hours:	30 hours (4 days per week)
Salary level:	€2.900 - €3.300 gross per month @ 37.5 hours per week

FUNDRAISING DEPARTMENT

Stichting Wereld Kanker Onderzoek Fonds (WCRF NL) is an independent organisation, which acquires its income through various fundraising activities including direct marketing, legacies, events, major donors, and so on. These activities are developed, managed and implemented by the Fundraising Department under leadership of the Fundraising Manager. The Fundraising Department is responsible for developing strategy, policy and implementation (including relationship management) to raise funds to guarantee the continuity and expansion of the work of WCRF NL.

JOB SUMMARY

The post holder reports directly to the Fundraising Manager and works closely with other departments of the organisation such as Education, Communications and Supporter Services when required. There will also be liaison with other fundraising staff within the international organisation including our offices in the UK, Hong Kong, France and United States. The post holder will be responsible for the continuity and development of corporate partnerships, special donor relationships and new ventures.

MAIN AREAS OF ACTIVITY AND RESPONSIBILITIES

1. Corporate Partnerships

- Identify, develop and maintain corporate partnership activities: sponsorship opportunities and gifts in kind.
- Proactively seek new business opportunities with corporate partners and take these through from initial calling to negotiation and preparation of valid contracts, to delivery of the agreement. Carry out financial viability and risk assessment of each new partnership, prior to commitment.
- Account manage all corporate partnerships to maximise income and lead generation. Play a key role in gaining long term support, involving other Fundraising and Communications colleagues where appropriate.
- Ensure that all partnerships are coordinated as part of the departmental objectives and overall strategy, work with other departments to identify suitable projects which could be funded by potential partners.

- Ensure that all financial records are accurate and reconciled, and that prompt and appropriate expression of thanks are given to corporate donors.

2. Major Donors programme

- Overall management of WCRF NL's notarial gifts programme: developing and implementing programme to increase number of notarial gifts.
- Conducting research, speaking with and meeting with donors to increase WCRF NL's revenue from High Value and Major Donor supporters.
- Organise Major Donor events and accumulate income from these.
- Support fundraising activities to convert new donors into warm supporters, with the future prospect of major gifts and/or legacy bequests at the forefront of programme planning.
- Actively manage a portfolio of Major Donor/ notarial gifts files, chase outstanding payments. Liaising with solicitors where necessary.

3. Legacy programme

- Overall management of WCRF NL's legacy programme: developing and implementing programme to increase number of legacies.
- Conducting research, speaking with and meeting with donors to increase WCRF NL's revenue from legacies
- Help coordinate design and production of legacy materials.

4. Trusts & Foundations

- Overall management of WCRF NL's Trust and Foundation programme, ensuring that each fundraising cycle is run to schedule to increase support from current and potential trusts.
- In consultation with colleagues, lead the development of project proposals and new funding applications for both medical research and education-based projects currently underway at WCRF NL.

5. Other responsibilities

- To research specific fundraising activities/suppliers and suggest new projects, especially in the area of online giving and lotteries.
- To keep fully abreast of developments in fundraising and the activities of other charitable organisations, to identify market gaps and new opportunities and ensure that the organisation develops its position in such techniques.
- Assist on preparing annual income and expenditure budgets and plans. On approval, manage their execution, ensuring that targets are met, monitoring and evaluating performance against targets.
- Making Programme reports for the Management Team.
- To participate and make positive contributions at fundraising meetings.
- To contribute to newsletters and website as required.
- Assisting with the production of the programme plans (year plans) for fundraising.
- To assist with PR activities, relating to areas involved in – to ensure that supporters receive appropriate levels of publicity.
- To work constructively with colleagues to achieve fundraising and charitable objectives, and comply with WCRF NL policies and procedures.
- To be aware of tax efficient giving, in particular relating to major donors.

- Work within budget constraints for all areas of responsibility and aim to meet financial targets
- To take on new projects within the area as directed by the Fundraising Manager and to be flexible in approach to work.
- Develop and strengthen systems to monitor and evaluate all fundraising programmes.
- Make external presentations on the work of WCRF NL, either for fundraising purposes or awareness raising.
- Advise the Fundraising Manager and Operations Manager on income, prospects for income and relations with funders on a regular basis.
- Ensure that all funding approaches are produced within corporate identity guidelines and copy is approved by the appropriate individuals and departments.
- that the department has the necessary policies and procedures in place.
- Ensuring copy review and approved procedures are followed for external communication.
- Maintaining good sponsor relationships.
- Developing resources for hard-to-reach groups or new audiences when appropriate.
- Provide standard copy for special activities.