

Business Development Officer

Job Description

Job Title:	Business Development Officer
Department:	Fundraising & Communications Team
Accountable to:	Community & Corporate Fundraising Manager
Salary:	£30,000 to £33,300
Hours of work:	37 hours per week with evening and weekend hours required
Location:	Blackpool, with some opportunity to work from home. We are seeking a minimum of 4 days based in the office/local area per week

Job Summary:

We are seeking a passionate and proactive Business Development Officer to work closely with our Corporate and Community Fundraising Manager to secure new relationships across the Fylde coast, developing a pipeline of sustainable income.

You will be a natural at building relationships and possess the talent for finding creative ways to connect with our corporate supporters while also attracting in new businesses opportunities. With strong skills in business development, you will excel at identifying and securing new opportunities, including corporate partnerships, sponsorships, CRM initiatives, Charity of the Year programs and gift in-kind donations.

Key Responsibilities:

- Identify, secure and develop new corporate partnership opportunities, focusing on Charity of the Year partnerships, corporate donations, sponsorship opportunities, employee fundraising, payroll giving and gifts in kind.
- Plan and facilitate corporate engagement events with the aim of increasing brand awareness amongst local businesses and convert corporate supporters including our annual Corporate Challenge and Christmas Tree Collection.
- Maximise income from the local business community through both direct and indirect corporate giving. Grow income from existing partners through cross-selling opportunities and long-term partnership development.
- Ensure that maximum potential income is generated from the local business community through direct and in-direct corporate giving.
- Research, develop and implement new and exciting fundraising initiatives, monitoring the wider fundraising landscape.
- Work collaboratively across the fundraising team to prepare and deliver corporate sponsorship proposals for all Trinity Hospice events, products and campaigns.
- Work with the Corporate and Community Fundraising Manager and wider Communications Team to develop a marketing plan for corporate fundraising that produces engaging and professional content, aimed at motivating the local business community to support the hospice.
- Attend external networking events to identify new business opportunities, develop relationships and share our key messages with the wider business community.
- Achieve financial budgets and KPIs as agreed with the Corporate and Community Fundraising Manager, producing monthly reports outlining income, pipeline opportunities and key successes.
- Promote all hospice activities to corporate partners including events, lottery and regular giving campaigns.
- Take a donor-first approach, delivering tailored stewardship plans that strengthen relationships and maximise long-term retention, value, and engagement.
- Collaborate with marketing and communications colleagues to create engaging materials that inspire and encourage fundraising. Contribute to strong cases for support and develop tailored pitches to secure corporate partnerships.
- Work with the Volunteering Services Manager to develop a program of corporate volunteering opportunities.

- Ensure a donor centric approach to maximise support and build long-term holistic relationships, always ensuring the best possible supporter experience.
- Collaborate with marketing and communications colleagues to develop materials to inspire and encourage fundraising activities.
- Ensure all donor information is accurately recorded to the CRM (Donorflex), utilising and analysing data to inform trends and review performance.
- Ensure all corporate fundraising activity complies with the Fundraising Regulator's Code of Practice and relevant legislation.

General Responsibilities

- Be a cooperative and supportive member of the Fundraising Team, ensuring your line manager is aware of workload pressures that may affect other members of the team.
- Undertake mandatory training as required by Trinity Hospice & Palliative Care Services and participate in relevant in-service training.
- Maintain strict confidentiality at all times, particularly in relation to patients, staff, donors and volunteers.
- Participate in annual appraisal and personal development reviews and take responsibility for ongoing professional development.
- Manage volunteers within your area of responsibility and maintain effective working relationships, providing regular feedback.
- Ensure compliance with all organisational policies, procedures and new systems or technologies introduced.
- Provide cover for colleagues where required.
- Ensure all activities comply with relevant legislation and best practice.
- Take responsibility for compliance with Health and Safety policies and procedures.

Measures of Performance

- Successful delivery of agreed action plans, projects and activities
- Achievement of financial targets and effective budget management
- Demonstration of strong creative judgement in development, working with colleagues and suppliers to create and shape effective concepts, design and copy
- Quality of donor care and supporter experience
- Effective interpretation and use of data, results and sector trends
- Demonstration of Trinity's values and ways of working

Key Competencies

- Planning and organisation
- Creativity and innovation
- Time Management
- Communication

Special Conditions

- Travel regularly within Blackpool, Fylde and Wyre; mileage paid monthly.
- Work flexibly, including evenings and weekends
- Hold a full driving licence with access to a vehicle insured for business use.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.