



**ramblers**  
at the heart of walking

## **Corporate Fundraising – New Business Development**

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## **INFORMATION FOR APPLICANTS FOR THE POST OF CORPORATE FUNDRAISING – NEW BUSINESS DEVELOPMENT**

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Thank you for your interest in our Corporate Fundraiser role. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and placing them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are many and varied. We provide:

- A member app which enables members to access us wherever they are
- Self-guided routes for informal walking, including free, short routes for those new to walking
- Led group walks, including free health walks for those who need a helping hand to get started
- Outings, trips away and social events for our members
- Information and education to the public on places to walk, safety and equipment
- Advocacy and campaigning for a country designed for walking
- Monitoring and inspection of the path network and rights of access
- Maintenance and upgrading of path network

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff, all our work is carried out by volunteers. Some 20,000 work 365 days a year, rain or shine, to deliver our mission.

## **Our vision and strategic framework**

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience. We are focusing on three ambitions to help us make our vision a reality:

### *A country designed for walking*

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

### *Helping everyone find their feet*

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

### *Connecting people through the Ramblers*

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. We will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

## **Our governance**

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our annual gathering, called the General Council, these volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team.

## **The team**

The Ramblers GB friendly staff team comprises six directorates:

- chief executive's office – provides overall leadership to the organisation and makes sure our charity is governed effectively;
- advocacy and engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change for walkers and maintains our public profile;
- operations and volunteering – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity;
- membership and fundraising – works to understand the needs of our members and supporters and to recruit, retain and motivate our members so that we benefit from their loyalty, support and involvement with the charity. Also leads fundraising activities to enable the charity to remain free to deliver its charitable aims;
- data digital and technology – drives change through designing, developing & deploying data & digital capabilities for staff & volunteers and also managing our ICT provision;
- services – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities and data protection.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the chief executive.

As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever directorate you join, you will have the opportunity to contribute to delivering all aspects of our mission.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.

## **Candidate Application Information**

**Send us your CV and a covering letter along with the Equal Opportunities Monitoring form by 23<sup>rd</sup> August 2020**

**Shortlisting – wc 24<sup>th</sup> August 2020**

**Interviews – wc 7<sup>th</sup> September 2020**

This can be e-mailed to [recruitment@ramblers.org.uk](mailto:recruitment@ramblers.org.uk)

**Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.**

## **Candidates with disabilities and special needs**

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

### **Guidance for CV and cover letter submission**

Please send an up to date relevant CV including contact details of two referees. Note: - we will only take up references after we make a conditional job offer. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job.

Ensure your covering letter is no more than 1 page long (1 side of A4)

**We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 3961 3300 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date, please assume that you have not been shortlisted.**

## **Conditions of Employment**

### **PAY**

The commencing salary of this role is between £35,000 - £40,000 depending on experience

Cost of living increases are normally applied, subject to approval, in October each year to staff who have completed their probationary period. Salaries are paid on the 28<sup>th</sup> of each month via bank credit transfer.

We do not pay a separate allowance to homeworkers.

### **WORKING HOURS**

The working week is currently Monday to Friday. The Ramblers office is open between 8 and 6 – your actual start time will be discussed with your line manager but all staff are expected to be in the office between 10 am and 4 pm. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings or weekend events. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

### **TRAVEL**

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stays.

Reasonable travel and hotel expenses may be reclaimed using the Ramblers expenses procedures

## **LEAVE**

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rated for part time staff and staff on fixed term contracts. The Ramblers' office is closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday. You do not need to take annual leave during the Christmas closure.

## **PENSION SCHEME**

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements from April 2019, employees will see 5% of their earnings going to their workplace pension. In turn the Ramblers will be obliged to add a contribution that is the equivalent of 3% of your earnings.

In addition, the Ramblers currently offer a higher level of contributions at 6% of your basic salary provided employees contribute at least 5%.

## **PROBATIONARY PERIOD**

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

## **THE RAMBLERS MEMBERSHIP**

All staff on joining get free Membership of the Ramblers. This gives you access to hundreds of group led walks every week, Ramblers Routes online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

## **TRADE UNION MEMBERSHIP**

The Ramblers recognise the Union Unite. The Union has sole consultation rights within the Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

## **FLEXIBLE WORKING**

After 26 weeks' continuous service, the Ramblers will consider applications for flexible working arrangements.

The Ramblers will enable as many jobs to be open to job sharing as is operationally practicable.

## **SEASON TICKET LOANS AND CYCLE TO WORK**

The Ramblers operate a season ticket loan and cycle to work scheme (available after 3 months service).

## Role Profile

<b>Job Title:</b> CORPORATE FUNDRAISER – NEW BUSINESS DEVELOPMENT	<b>Responsible to:</b> HEAD OF FUNDRAISING
<b>Department/Division:</b> MEMBERSHIPS AND FUNDRAISING	<b>Responsible for:</b> N/A
<b>Contract:</b> 12 months fixed term, with the potential to make permanent thereafter	<b>Full Time (35 hours a week)</b>
<b>Band:</b> 4	<b>Location:</b> LONDON

### **Purpose of Role:**

*The Corporate Partnerships Fundraiser is responsible for delivering our Corporate Fundraising strategy with a key focus on developing new business opportunities to secure both core and restricted funding for the Ramblers through strategic corporate partnerships, sponsorship arrangements, leading on reciprocal marketing activity, commission based deals and membership benefit partners (where of significant income potential to the Ramblers).*

*The post holder will manage the organisations funding and prospect pipelines, will identify corporate funding opportunities, conduct research, network and build relationships, deliver presentations, proposal and pitches and apply for and secure funding opportunities primarily with commercial partnerships and where appropriate non-commercial organisations that may provide income generating opportunities.*

*They will work closely with the Head of Fundraising to manage our corporate partners with a focus on longer term strategic fundraising relationships, continually reviewing progress and driving added value.*

### **Key Responsibilities:**

- Support the Head of Fundraising to develop and deliver the Corporate Partnerships strategy across GB, including the development of our Corporate Products e.g. membership, led walks offer for corporates and walking for health commercial opportunities
- To identify and map appropriate partners for strategic partnerships, adoptions, cause related marketing activities, sponsorships and other corporate fundraising activities, ensuring that appropriate actions are allocated and followed up.
- Researching, managing prospect pipeline and prioritising new business opportunities
- Prepare pitches and proposals
- Networking and relationship building with corporate contacts
- Design and manager corporate marketing activity through LinkedIn and the development of printed and digital resources
- To deliver new strategic fundraising partnerships that grow income and help the Ramblers deliver our organisational mission
- To on-board new corporate partners including agreeing contracts, SLAs and payment terms, carrying out due diligence and adhering to the Ramblers Corporate Partnership Policy at all times
- To manage the day to day running of new corporate partnerships, delivering excellent account management and ensure that all corporate partners are stewarded appropriately and effectively
- To liaise with key contacts ensuring a high level of communication is maintained, both internally and externally
- To maximise income from corporate relationships through all viable income streams and achieve targets in the most cost-effective manner possible
- Ensure partnership activities are fully integrated into Ramblers engagement activity where appropriate and develop opportunities with new and existing partners to amplify Ramblers campaign messaging
- To monitor progress against budget on-going throughout the year, including through the use of quarterly forecasts and accounting for any variations in income.
- To work with Membership team to ensure membership opportunities are scoped and implemented and that partner's employees are aware of Ramblers activities and offerings
- To co-ordinate and liaise with Ramblers Wales and Scotland on business development opportunities and GB wide partnership activity

- To work with the Ramblers internal teams to identify appropriate projects for funding and volunteering opportunities available to corporates and their employees and agree and prepare proposals and presentations when necessary to companies both targeted and from unsolicited requests

### **Project management**

- To manage bespoke projects in relation to corporate fundraising
- To ensure highest possible quality impact & evaluation reporting to funders
- To liaise with the supporter services team to ensure accurate current partnership income streams
- To update Fundraising and other departments of current income levels
- To feedback totals to existing companies on a regular basis

### **Special event management**

- To undertake planning and hosting corporate special events identified from new and existing corporate partners
- To liaise with other engagement team members and other departments within the Ramblers GB to provide the necessary support

### **Database**

- Establish and regularly update current corporate records and ensure the highest standards of data capture are maintained ensuring a complete picture of all donors and prospects, whether individuals or organisations. This includes – but is not limited to – information on giving history, relationships, contacts, applications submitted etc.
- Accurately record sales targets, leads, activities and outcomes of the partnership fundraising activity.

### **Decision-making**

*The post holder will support on making recommendations and decisions relating to the Corporate Fundraising aspect of the Fundraising strategy. They will work independently where needed and will rely on organisational and team policies and guidelines to apply judgements to various situations both internally and externally.*

*The post holder will seek support from the Head of Fundraising and where relevant the Director of Membership and Fundraising in all decisions pertaining to the overall strategic objectives of the department and organisation and where serious or complex matters are involved such as the potential for reputational risk, significant financial loss or investment and matters related to over brand and communications strategies.*

### **Analysis and initiative**

*The post holder will be required to take a fresh and innovative view of various aspects of partnership management, new business development and will take on the refinement and creation of new corporate fundraising approaches, working practices and policies. They will need to be relationship focused, creative and innovative in their approach.*

*They will be required to conduct their own analysis of the risks and benefits of each project, activity and initiative and discuss with the Head of Fundraising the viability and appropriateness of each project.*

### **Communicating**

*The post holder will maintain a range of professional relationships with internal and external stakeholders on behalf of the Ramblers and will be required to produce a range of verbal and written communications to suit each intended audience and display strong influencing skills. These stakeholders include, but are not limited to, Corporate Partners, Trusts, Foundations, the Database Admin team, Communications Team, Campaigns Team, Memberships Team, Finance Team, Delivery & Development, Scotland, Wales, external suppliers, agencies, consultants and regulatory bodies.*

*The role requires the holder to produce a range of written marketing materials including, case for support, propositions, social media copy, proposals, bids, impact reports, stewardship communications and any other required copy.*

## People

*The post holder will be required, as part of project management, to coordinate, coach, support and advise colleagues as appropriate.*

## Resources

*The post holder will have no delegated budget responsibility but will advise on matters pertaining to their work such as projects or account budgets.*

*May perform activities such as data input/collation or handling information or equipment in day to day work.*

## Knowledge, skills and expertise (person spec)

### Essential (ES) / Desirables (DE)

#### **Skills / Abilities:**

- *Proven and demonstrable account management / relationship management skills and experience (ES)*
- *Proven track record in delivering income targets between £100k - £5 million from partnerships (ES)*
- *Ability to research, compile and manage prospect pipelines (ES)*
- *Ability to manage budgets and produce financial reporting (DE)*
- *Ability to communicate both verbally and written with a range of audiences (ES)*
- *Ability to develop high quality, coherent and thorough fundraising proposals and pitches (ES)*
- *Negotiation skills – the post-holder will be required to undertake negotiation with companies, often complex, on behalf of the Ramblers whether agreeing terms with corporate partners or negotiating with colleagues across the Ramblers to deliver on each partnership (ES)*
- *Good attention to detail (ES)*
- *Strong analytical skills (ES)*
- *Excellent interpersonal and communication skills (ES)*
- *Competence in the use of IT tools including Word, Excel and PowerPoint (ES)*
- *Copywriting for fundraising communications (ES)*

#### **Knowledge**

- *Significant knowledge of direct marketing and integrated campaign principles (ES)*
- *Broad fundraising sector knowledge and experience (DE)*
- *Understanding of key donor recruitment channels and approaches (ES)*
- *GDPR (DE)*
- *Fundraising regulation and best practice (DE)*
- *Proven Project Management experience (ES)*
- *Donor stewardship techniques (ES)*
- *New Business Development Processes (ES)*
- *Relationship/Account Management experience (ES)*

#### **Qualifications / Membership**

- *No formal qualifications required*
- *Membership of Institute of Fundraising (DE)*

#### **Personal Attributes and Circumstances**

- *Able to work evenings and weekends occasionally (DE)*
- *Able to occasionally travel to meet funders, attend events and work with regional colleagues (DE)*
- *Able to work independently, applying own initiative (ES)*
- *Able to be flexible and adaptable (ES)*

## Key Contacts

### Internal:

- SLT
- Communications
- Policy
- Scotland
- Wales
- Delivery & Development
- Digital
- Finance
- Memberships

**External:**

- Corporate Partners
- Lottery Societies
- Gambling Commission
- Fundraising Consultants
- Regulatory Bodies
- Sector Bodies
- Digital Agencies

**Other essential requirements for the role-holder**

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

Staff should also ensure that they act in accordance with The Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, Fundraising Code of Practice, Ramblers financial instructions and UK employment law if applicable.

The details contained in the Role Profile, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.