

Corporate Fundraiser

September 2021

Sported
Job Information Pack



Note from our CEO

Thank you for expressing an interest in this important and exciting role.

It has never been a harder time to be a young person growing up in the UK. One in four children live in poverty; recorded knife crime has more than doubled in the past 5 years, 80% of young people note their mental health has worsened in recent months and youth unemployment is at an all-time high. With youth provision reduced by over 40% since 2015, an already challenging future has been exacerbated by Covid-19 which has disproportionately affected the most disadvantaged and widened inequalities.

Amidst the gloom, thousands of community sports groups operate, not to create the next sporting superstar but to remove barriers from young people's lives to allow them to thrive against the odds. We are the UK's largest network of community sports groups and we exist to provide our groups with the skills and funding needed so they can become sustainable and deliver their services to those most in need.

If successful, you'll be joining a remarkable Sported team of 40 people with backgrounds and specialisms ranging from social/youth work and business development to sport development and econometrics. The delivery team are local to their members and reside across the UK. We also have a central office in Borough, London.

Even more capacity is provided by our skilled, knowledgeable and passionate volunteers, who now number more than 300, and who work with the leaders of our member groups – most of them also volunteers – to build the effectiveness and sustainability of their organisations, so that they can do what they do best: positively influence and change the lives of young people.

For more information about Sported; our services and our impact, please see www.sported.org.uk

Whether or not you apply for this role, and whether you are successful or not, I'm grateful to you for considering bringing your skills and energy to Sported and our wonderful members.

Yours faithfully,



Nicola Walker
Sported CEO



Spoted staff benefits

Volunteer Days – **two additional days of paid leave each year to volunteer** for another charity or indeed our Spoted members

Personal growth is a key component to the success of our organisation, at Spoted we invest in learning and development opportunities

Up to **five days paid study leave** for self-funded education / training

Flexible working arrangements, including working from home and flexibility around caring responsibilities

A confidential counselling service is available to all employees free of charge

Annual leave entitlement of 25 days, in addition to public holidays (pro-rata for part-time colleagues)

Access to a **Pension Scheme** to give you peace of mind

Virtual **Diversity & Inclusion 'Open Space'** every fortnight where the team support each other and educate on issues such as racism

A Spoted **'Culture Club'** made up of six members of staff, who come together to discuss Spoted staff culture, issues and promote innovation

Cycle to Work Scheme available to support our commitment to promoting healthy living

Discounted offer for a **12-month Tastecard+ membership** for £29.99 (RRP £79.99), giving you access to an array of discounts across food, shopping and entertainment.

Daily Exercise is actively encouraged at Spoted, including 'run club' and other activities for those based in local teams.

'Learning Lunch', a timetable of **in-house virtual training sessions** where staff learn from each other on a variety of subjects related to our work

At Spoted, the wellbeing of our staff is paramount, we are proud to offer benefits to promote a happy and healthy team



Our 'Live by' Values

Demonstrate
integrity

We **lead** by example

We are honest, open and
trustworthy

We are **diligent** and
committed

We are willing to **challenge**
and be challenged

Commit to
inclusion

We are positive, **supportive**,
and approachable

We **value** an inclusive
culture

We demonstrate respect
and **equality** for all

Be
people
led

We are led by the **needs**
of our network and
volunteers

We invite feedback and
respond quickly

We **collaborate** and
support our colleagues

Drive
change

We are **innovative** and
make things happen

We strive for **continuous**
improvement professionally
and personally

We make a significant
impact to communities and
young people

Role overview and responsibilities

Role overview

At Sported we have a **track record of partnering with some top companies** to support community groups across the UK. Our current partners include **P&G, Santander and Nike**. We are looking for a **dynamic, self-starter** to boost our corporate fundraising activity, **taking forward existing** conversations and **generating new leads** to take us to next level.

The role will **include significant autonomy** but also provides the opportunity to work with senior staff and board members in the drive for new business. You will **identify, cultivate and broaden our portfolio of corporate partnerships** that deliver significant, long term income and other benefits that support Sported and its network of 2600 community groups across the UK.

Sported's work has never been more relevant so we want to **reach corporates who recognise the positive change sport can make in young people's lives**. If this is you, then we'd love for you to join our brilliant team!

Job title:	Corporate Fundraiser
Reporting into:	Deputy Chief Executive Officer
Hours:	37.5 hours (Full-time)
Contract:	Permanent
Salary:	£40,000+ (depending on experience)
Location:	Flexible – UK Wide
Annual Leave:	25 days (in addition to statutory bank holidays)

Internal relationships:

- Deputy CEO
- CEO
- Fundraising Team
- Head of Insight & Strategy
- Insight Team
- Marketing Team
- Sported board members

External relationships:

- Corporates/ brands
- Corporate agencies
- Sported members
- Sported volunteers
- Sported sector partners

Role responsibilities

Work closely with the Deputy CEO to **deliver ambitious growth** in corporate funding at Spoted which in FY2021/22 generates £500,000 in-year income, growing to £1m by 2025.

- **Support major bids** (6 figure plus) by working with CEO/Deputy CEO/trustees with relevant insight, materials and practical support
- **Lead other bids directly**, seeking internal support as required to secure lower-level corporate partnerships in line with Spoted objectives
- **Lead the coordination of all corporate activity** either in supporting or lead role, ensuring clear, timely plans for all prospects are developed, followed and tracked.
- Use existing prospect research to **ensure a long-term pipeline** of corporate prospects is established and maintained
- Work with Deputy CEO and CEO, along with others to **create powerful materials** tailored for corporate audiences to be used in approaches and negotiations

- Keep **abreast of corporate landscape** spotting opportunities, emerging trends and aligning with Spoted assets and priorities
- **Support Spoted partnership managers** with handover of new relationships for delivery and again in relation to partnership renewals to ensure both long term and high value partnerships are developed
- **Work with comms and insight teams** to ensure, where possible, that research and external comms will resonate with corporate audiences
- **Connect with Spoted board members** to provide timely and relevant where corporate connections exist and introductions can be made
- **Play an active role with Spoted's fundraising team**, working closely with Trusts & Foundations Manager to ensure join up around specific areas of fundraising focus
- **Manage Spoted's record keeping of corporate activity** and produce regular reports and analysis of progress against targets.

Person specification

Knowledge and experience

Essential knowledge & experience:

- At least **5 years working in corporate (fundraising) income generation** securing new business and expanding existing relationships
- A track record of taking corporate relationships from **identification through to contract negotiation and renewal**
- Significant experience of **creating pitches** and presenting to corporate prospects
- Experience of **working closely with senior staff and stakeholders** (including board members) to prepare for key approaches and meetings
- Experience of creating and working with **external networks** that support **prospect identification and pitch development** (e.g corporate agencies, 3rd sector partners)
- Clear **understanding of the relative challenges** and opportunities of various forms of corporate fundraising
- Experience of **leveraging corporate relationships** to provide a wide variety of additional benefits

Desirable experience:

- Good **understanding of the sport industry** and sport **sponsorship** in particular
- Good understanding of **corporate/charity agreements**
- Good understanding of the role and **importance** that **CSR/social value** plays in the marketing strategy of major brands/corporations
- Good understanding of the **value placed on staff engagement for major brands/corporations**
- Experience of working in a **membership/network organisation** generation
- Experience of **working remotely** with 'field' colleagues to develop corporate focused propositions

Skills and attributes

Essential skills & attributes:

- Highly **motivated and self-driven** with an ability to prioritise own workload
- Excellent **communication skills**, both written and verbal
- Strong **influencing and advocacy skills**
- Excellent **attention to detail**
- Strong **interpersonal** and **relationship management** skills

Personal qualities:

- **Commitment** to the **mission of Sported**, understanding the positive change sport can make in young people's lives
- **Able** and **willing** to work outside of office hours, as required
- Willing to **travel** to **national** meetings



Recruitment timetable

Closing date for applications:	Open ended
Interviews:	ASAP
Role commences:	ASAP

To apply for this role please contact Tom Burstow, Deputy CEO for an initial conversation
t.Burstow@sported.org.uk

Thank you and good luck!