



Royal College of Anaesthetists

Head of Fundraising

Directorate: Clinical Quality and Research

Reports to: Deputy CEO and Director of Clinical Quality and Research

No. of Direct Reports: 0

Band: D

1.1 Job purpose

The Head of Fundraising is responsible for the implementation of a Corporate Partnership Strategy and Programme at the College, building upon existing relationships with healthcare industries and developing new opportunities to engage with the corporate sector.

Opportunities for a corporate programme that brings companies into long-term relationships with the College include:

- Education, training and examinations – educational grants to support the implementation of recommendations from the Examinations Review in addition to sponsorship of conferences and events
- Influencing health policy through sponsored round table events with key stakeholders
- Research, publications and projects – including contributing to existing collaborative research projects and cross-organisational multidisciplinary initiatives such as the Centre for Perioperative Care (CPOC).

This role also leads and gives advice on the development of other income streams for the College, including a major donor giving programme and legacy marketing programme.

1.2 Key tasks and responsibilities

Fundraising

- Develop, implement and successfully deliver the College's Corporate Partnerships Strategy and Programme to meet an agreed new annual income target of £120K of unrestricted income by end of June 2024
- Work closely with the President, Senior Officers, the CEO, Deputy CEO and Executive Team, to grow and manage corporate partners and to ensure that these relationships are properly managed through regular contact and progress reports
- Develop and maintain high quality corporate support materials, bespoke packages and proposals, and manage their delivery with the relevant internal department and external suppliers
- Review contracts, letters of agreement and other correspondence for current corporate partners
- Undertake a feasibility study for developing a donor programme and conduct network mapping to identify key College networks and groups who are likely to be donor prospects
- Propose and test specific fundraising ideas, working with individual donor prospects
- Develop a legacy giving programme with opportunities / advice on how to leave a legacy to the College
- Develop a mechanism form on the RCoA website for one-off or committed giving

- Develop the CRM in conjunction with the Head of Membership Engagement to record contacts with industry and donor prospects
- Support the development of fundraising knowledge and skills among colleagues
- Ensure due diligence on prospective corporate partners in line with the RCoA's Policy and Procedures on Working with Commercial and Industry Partners and uphold the highest ethical standards and best practices in the charity and medical fields, including compliance with the Association of British HealthTech Industries (ABHI) and Association of the British Pharmaceutical Industry (ABPI) codes of practice

1.3 Qualifications, skills, knowledge and experience

- Demonstrable record of effective fundraising leadership and delivery within a charitable organisation
- Experience of developing and managing a successful corporate partnership or equivalent experience of managing high-value corporate relationships
- Experience of individual giving
- A track record of success in securing 5 and 6 figure sponsorships from corporates
- Proven experience of individual donor management and development of legacy giving
- Proven experience in negotiating and influencing others
- Excellent interpersonal and networking skills
- An articulate and persuasive written style and the ability to produce high quality, compelling bids and proposals
- Knowledge and understanding of regulations around due diligence and compliance, including the ABPI Code of Practice and the ABHI Code of Ethical Business Practice

Desirable:

- Understanding of the main issues facing the NHS and clinicians
- Experience and understanding of working with corporates in the healthcare sector e.g. pharma

Signature:

Name:

Date: