



Relationships Officer – Corporate & Community Engagement

Job Description & Person Specification

Appointment:	Relationships Officer – Corporate & Community Engagement
Responsible to:	Relationships Manager – Corporate & Community Engagement
Hours of Work:	37 hours (Full Time)
Location:	Hybrid - A mix of working from home and the office, when not in the community
Key Relationships:	Colleagues in the marketing and income generation team, clinical managers and departmental staff and financial administration

Main Purpose of the Job

As a member of the Community Relationship Team, the key purpose of the job is to help generate income. You will be the face of Treetops Hospice, in the community with corporates, individuals, schools and organisations where you will recruit, support and motivate them with their fundraising activities.

Most days you will be in Treetops catchment areas, visiting towns and villages (South & Central Derbyshire & neighbouring Nottinghamshire) knocking on doors of potential supporters from faith organisations, retailers, hospitality businesses, schools/universities and community groups to encourage their support of Treetops Hospice, promote other income streams from legacy giving, challenges and events and campaigns happening through the organisation.

You will support long term relationships for both corporate and community supporters whilst developing new opportunities and audiences, giving them high quality support to ensure Treetops becomes their charity of choice.

For this role, it is essential that you will need to be insured for, and able to use your own car for business use. All business-related mileage will be reimbursed.

Role definition - Key Responsibilities

The post holder will report to the Corporate & Community Relationships Manager, working to:

Corporate Fundraising

- Identify, research, and approach prospective corporate partners and sponsors from knocking on doors to cold calling and emails
- Negotiate and support corporate fundraising agreements, and gifts in kind
- Represent the charity at corporate fundraising events – Charity of the year / staff summer BBQ's or Golf Days
- Support employee engagement for 'in aid of events' workplace giving schemes and encourage corporate volunteering initiatives.
- Maintain regular communication with corporate supporters and develop long-term relationships .
- Host supporters at the Hospice deliver tours and talks

Community Fundraising

- Have a regular presence in Treetop's catchment area
- Recruit, support, and motivate community 'in aid of' supporters and volunteers to maximise their fundraising income and encourage repeat or on-going activity.
- Build relationships with schools, clubs, faith groups, local organizations, and community networks. to:
 - encourage their support and adoption of Treetops
 - promote legacy giving, events and campaigns etc.
- Plan and coordinate community events to attend and exhibit to connect with our community
- Provide fundraising resources, guidance, and support to individuals and organisation with their 'in aid of' fundraisers
- Actively work on community engagement activities i.e Charity of the year events or Reindeer Dash to ensure maximum participation and income
- Represent the charity at community events, networking opportunities, and public engagements.
- Help to arrange collections, coordinate static box collections across 150+ sites on a 12-week rotation in out area
- Recruit Volunteers such as tin collector, stall volunteers, or support Treetops events in the community.
- Host supporters at the Hospice deliver tours and talks

Reporting and Administration

- Track fundraising income and performance against agreed targets.
- Ensure all calls, emails and activities are up-to date on our Beacon CRM system

- Update the Relationship Manager on fundraising activities, outcomes, and pipeline opportunities.
- Ensure compliance with fundraising regulations, data protection requirements, and charity policies.

Key Performance Indicators

- Achievement of annual fundraising income targets.
- Number and value of new corporate partnerships secured.
- Retention and growth of existing corporate supporters.
- Community fundraising participation levels.
- Event income and return on investment.
- Donor satisfaction and engagement metrics.
- Accuracy and timeliness of reporting and CRM updates.

Skills and Competencies

- Relationship-building and networking skills.
- Persuasive communication and presentation abilities.
- Creativity in developing fundraising opportunities.
- Strong negotiation and influencing skills.
- Attention to detail and effective record-keeping.
- Problem-solving and initiative.
- Passion for community engagement and charitable causes.

Benefits

- Opportunity to make a meaningful social impact.
- Professional development and training opportunities.
- Flexible working arrangements (where applicable).
- Generous holiday entitlement.
- Pension and employee wellbeing programs.
- Supportive and mission-driven working environment.

Equal Opportunities Statement

We are committed to creating an inclusive workplace where diversity is valued and everyone is treated with respect. We welcome applications from candidates of all backgrounds and experiences.

All employees are required to:

- Comply with health and safety policies, procedures, and arrangements for safe working practices

Other

This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

Review procedures

There will be an annual review of the post and job contents.

Relationships Officer – Corporate & Community Engagement
Person Specification

	Essential	Desirable
Knowledge and Experience	• Experience in either fundraising, sales, business development, account management, marketing, or relationship management. • Proven ability to build and maintain strong professional relationships. • Experience meeting financial targets or performance objectives. • Strong written and verbal communication skills. • Excellent organizational and project management abilities. • Proficiency in Microsoft Office and CRM/database systems. • Ability to work independently and manage multiple priorities. • Able to engage people in conversation, to ask them to do something or guide what they do • Sales experience either on the phone or in person (or both), including cold sales. • Able to talk/present to a group of people • Experience of using Microsoft Word and Excel	• Degree or equivalent qualification • Experience within the charity or non-profit sector. • Knowledge of corporate social responsibility (CSR) programs and corporate partnerships. • Experience organizing fundraising events and campaigns. • Understanding of fundraising regulations and best practices. • Awareness of the work of Treetops • Knowledge of the wider charity environment and the hospice sector • An understanding of community fundraising or other fundraising streams • Experience of supervising others • Knowledge of the Derbyshire area • A passion for Treetops or hospice care
Communication and Relationships	• Friendly and outgoing personality • Able to persuade, motivate and encourage • Pleasantly confident • Excellent written and oral communication skills • Able to work as part of a team • Nurture new relationships in the community through	

	knocking on doors, picking up the phone and attending community activities • Develop strong, long-term relationships with community • Host supporters at the hospice, deliver talks and assemblies • Work with colleagues in the team to deliver fundraising plans • Participate and contribute at team meetings • Be first point of contact for enquiries from the community about fundraising	
Decision Making and Problem Solving	• Able to work independently on set tasks • Confident in asking for support • Happy to answer queries knowing when to defer /go back later • Willing to contribute to discussions and decision making • Able to consider data and how this will impact on a fundraising activity	
Training and Development	• Show an interest in new developments and best practice within community fundraising • Stay informed about legalities and codes of conduct in the wider fundraising sector • Take a proactive role in your own continual professional development	
Responsibility for Information	• Able to handle sensitive information appropriately • Respect confidentiality regarding all issues related to Treetops' business • Comply with GDPR and other legal and statutory requirements • Able to update and maintain records on database	

Working Conditions	• Prepared to work on occasions, early mornings, weekends, and evenings • Prepared to work as part of the Community Relationships team to attend fundraising activities/events as needed • Prepared to spend substantial amount of time in the community • Required to work from the office as business needs require	
Physical/ Mental Effort	• Insured for, and able to use own car for business use (when required to use own car for work) • Able to deal with interruptions and frequent switching between activities, meeting different people, taking calls, information requests, etc. • Able to cope in an environment where work is managed by to key performance indicators • Ability to undertake computer based activity • Able to deal with vulnerable and distressed people • Able to walk into a room of people who do not know you • Able to lift display and promotional materials, set up for events	