

**JOB DESCRIPTION**

**'Happy to talk about Flexible Working'**

<b>Job Title:</b>	Sponsorship and Advertising Executive
<b>Department:</b>	Income Generation
<b>Hospice Band:</b>	Band E
<b>Reports to:</b>	Head of Fundraising Development
<b>Responsible for:</b>	n/a
<b>DBS required:</b>	n/a

**Job Purpose**

To develop, sell and manage sponsorship and advertising opportunities across hospice publications, campaigns, events, and physical environments. To create a sustainable income stream, strengthen corporate relationships, and take advantage of opportunities generated by fundraising and marketing activities. With achievable targets focused on securing sponsorship for key publications, materials and initiatives, the postholder will play an important part in supporting the hospice's long-term ambition to grow voluntary and commercial income beyond traditional fundraising streams.

**Main Duties and Responsibilities**
**Sponsorship and advertising income generation**

- Identify, create and package attractive sponsorship and advertising opportunities across hospice materials, events, and physical spaces.
- Proactively research, approach and secure new sponsors, advertisers and partners.
- Develop and maintain a sponsorship and advertising rate card and inventory covering collateral and activities including but not limited to:
  - Patient handbooks and leaflets
  - Service-user facilities
  - In-memory installations
  - Fundraising events and campaigns
  - Fundraising marketing materials and collateral
  - Supporter magazines and e-newsletters
  - Hospice merchandise
  - Hospice branded clothing
  - Hospice-branded clothing (running vests, cycling jerseys, t-shirts)
- Manage sponsor acquisition for event elements such as programme adverts, signage, branded zones, prize sponsorship, and digital campaigns.
- Secure Gift in Kind sponsorships
- Develop multi-tier sponsorship packages and bespoke proposals tailored to business audiences.

- Deliver against agreed income targets and report regularly on performance and pipeline progress.

### **Relationship management and delivery**

- Act as the primary point of contact for all sponsorship and advertising partners.
- Ensure all sponsor benefits are delivered to a professional standard and within agreed timelines.
- Produce sponsor recognition materials and impact reports to support renewal and retention.
- Maintain a CRM log of all sponsors, advertisers and contracts, ensuring accurate and up-to-date records.
- Work collaboratively with Corporate Fundraising, Events, Marketing and Communications and clinical teams to coordinate approaches and ensure alignment.

### **Operational and administrative support**

- Manage contracts, invoicing, and benefit delivery for all sponsorship and advertising activity.
- Liaise with external designers, printers and suppliers and internal marketing colleagues to ensure sponsor logos, adverts and content are incorporated correctly.
- Maintain a central repository of available opportunities, rates and asset specifications.
- Track advertising placements, deadlines, and renewal opportunities.

### **Strategic and creative development**

- Identify new commercial opportunities across hospice assets, campaigns and materials.
- Review market trends and competitor approaches to sponsorship and advertising within the charity sector.
- Contribute to annual income generation planning and forecasting.
- Work with Marketing and Communications colleagues to ensure sponsorship and advertising activities align with brand guidelines, tone of voice, and ethical standards.
- Support the development of case studies and success stories to demonstrate impact and attract new sponsors.

### **Collaboration and integration**

- Collaborate with the Corporate Fundraising Team on joint prospecting and relationship management.
- Work with the Events and Community fundraising teams to integrate sponsorship packages to support event and campaign planning and promotion
- Liaise with the Marketing Team to identify advertising space and digital opportunities.
- Share insights and learnings to strengthen the hospice's overall commercial and partnership approach.

## Expectations

- Work flexible hours including evenings and weekends when required.
- Ability to travel to external meetings
- Ability to work across both hospice sites
- Assist at fundraising events and activities where appropriate and necessary
- Undertake any other duties as may be required by the Head of Fundraising Development and/or Income Generation Director.

### **Investing in you**

Birmingham Hospice are committed to supporting the development of all staff. All employees have a responsibility to maintain their professional registration participating in regular appraisal with their manager. They are expected to identify innovation, performance and development objectives for their post.

You will receive training for your specific job, and as your employment progresses your skills may be extended to encompass new job activities within the business. It is a condition of your employment that you participate in any training deemed necessary by us for you to reach the required levels of attainment standards.

You are also required to undertake mandatory training for your role. The cost of this mandatory training will be borne by the Charity.

In addition, we encourage employees to undertake external training courses where the period of training may further their career with us. We may assist with the costs of the training where your manager believes that the performance of the Charity will benefit from your progression. Further details are available from your manager.

Where staff are accredited or trained in their own right to deliver in-house training this is an opportunity afforded to them. Learning is one of our company strategic objectives and is supported through our experts by experience programme, volunteer training and staff development.

### **Health and safety**

Attention is drawn to the responsibility of all employees to take reasonable care for the health and safety of themselves and other people who may be affected by their actions at work. We have dedicated leads to review and audit health and safety: keeping safe is everyone's business.

### **Equal opportunities**

Birmingham Hospice are highly committed to Equal Opportunities in employment and work actively to eliminate unlawful racial, sexual or disability discrimination in all its forms. We celebrate equality of opportunity and good relations between people of different backgrounds.

### **Criminal records and safeguarding**

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission to be made to the General Data Protection Regulation (GDPR) to check for any previous criminal convictions. All staff have a responsibility to disclose any conviction past or current. Everyone in our company has an equal responsibility to ensure the safeguarding of children and adults and to report concerns

immediately.

### **Infection prevention and control**

Infection prevention and control is one of our strategic objectives. Everyone has a personal responsibility to minimise the risk of spreading infection. This includes “herd immunity” standards for immunisation and excellent standards of personal hygiene. Everyone will receive regular training to understand best practice and expectations at work. Everyone must abide by Infection Prevention and Control policies relevant to their area of work, and undertake the necessary level of training. This will be part of your annual innovation performance and development plan.

### **Smoking**

Public health legislation outlaws smoking in public places in England. As a Charity, our premises are governed by the legislation. Our buildings are smoke free and we actively encourage people to consider the health benefits for themselves and others of adopting a smoke free lifestyle.

### **Confidentiality**

Everyone has a duty to respect the confidentiality of personal information and health records. Our Charity upholds and is governed by the GDPR. Confidentiality is integral to our care of the people who come to us for help and our staff and volunteers. The unauthorised use or disclosure of patient or other personal information is regarded as gross misconduct and is subject to The Hospice Charity Partnership’s Disciplinary Procedure possibly resulting in prosecution. Action for civil damages under the GDPR.

**The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs**

### PERSON SPECIFICATION

<b>Job Title:</b>	Sponsorship and Advertising Executive
<b>Department:</b>	Income Generation and Marketing
<b>Band:</b>	E

Requirements	Essential	Desirable	How identified
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to A level or equivalent or can demonstrate a sound underpinning knowledge and theory relevant to the role</li> </ul>	<ul style="list-style-type: none"> <li>• Business degree</li> <li>• CRS qualification</li> </ul>	A/C
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience in advertising, sponsorship, business development or sales</li> <li>• Experience of working in a cross functional capacity</li> <li>• Demonstrable experience of partner stewardship</li> <li>• Proven experience of marketing opportunities</li> <li>• Experience of managing a set income/expenditure budget</li> <li>• Proven ability to build influential relationships at all levels</li> <li>• Strong focus on attention to detail and ability to work methodologically.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of fundraising and hospice sector.</li> <li>• Familiarity with advertising and sponsorship codes (e.g., CAP Code)</li> </ul>	A/I
<b>Personal skills and attributes</b>	<ul style="list-style-type: none"> <li>• Impact focused and results driven</li> <li>• Exemplary communication and</li> </ul>		A/I

	<p>organisational skills with the ability to manage multiple priorities.</p> <ul style="list-style-type: none"> <li>• Persuasive and adaptable written and oral communication skills</li> <li>• A self-starter with a positive attitude and an eagerness to learn</li> <li>• Able to manage a complex and demanding workload</li> <li>• Ability to work to targets</li> <li>• A passion for sales and a drive to achieve goals.</li> <li>• Comfortable with cold calling and persistent in pursuing leads.</li> <li>• Has personal resilience and emotional intelligence to deal with occasional exposure to the emotional situations of our patients, families and carers before and after bereavement.</li> <li>• Flexibility in terms of working hours and availability at evenings and weekends</li> <li>• Full driving licence with access to a vehicle</li> </ul>		
--	---	--	--

**A= Application form**

**I=Interview**

**T=Test**

**C=Certificate**

