

Recruitment Pack

Philanthropy and Partnerships Manager (National)

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Welcome from Amanda Tincknell, CEO

Thank you for your interest in joining our team at Cranfield Trust.

You will be joining us at the most important time in our history. Frontline welfare services have never been more needed and have never been under such pressure. This means that our free support services for welfare charities is also in high demand.

Over the past decade, we have seen some very significant developments for the Trust as we have developed our services and increased our support for charities and their leaders. In 2024, we celebrated our 35th anniversary and today, we remain committed to doing all we can to sustain and build vital charity services, supporting them to change the lives of their beneficiaries. We've got a lot of new ideas and plans to build on our successful activities and innovate further ways to support welfare charities in the UK.

I am looking forward to welcoming new members to our team to help us achieve this.



Amanda Tincknell CBE
Chief Executive

Welcome from Joanne Madders, Head of Development

Thank you for your interest in the role of Philanthropy and Partnerships Manager. Cranfield Trust is a national charity that has a BIG impact for thousands of other charities throughout the country. Our work has been described as 'game changing', 'invaluable' and 'transformative', helping charities delivering human welfare services to survive and thrive in one of the most challenging periods they have ever faced.

As Philanthropy and Partnerships Manager, you will play an essential role in developing our successful fundraising programme by helping to secure and develop the relationships and partnerships that we need to deliver our work.

The postholder will manage and develop relationships with high-value funders and individuals on behalf of the Trust, meeting with donors about our work as needed, writing compelling and successful applications and proposals, delivering successful presentations and pitches, and providing funders and donors with reports about the work they are supporting.

We have an exciting range of goals and plans. I hope that this pack will be of interest to you. I look forward to receiving your application and welcoming you to our team.



Joanne Madders
Head of Development

Philanthropy and Partnerships Manager (National)

Cranfield Trust is recruiting for a Philanthropy and Partnerships Manager, who will help drive the Trust's fundraising and income generation activities as part of our Development team.

Closing date: Friday 29 August, 12pm

Salary: c. £38 - 41K per annum pro rata, plus 3% employer pension contribution

Hours of work: 28 - 37.5 hours per week. Full or Part time possible. Contractual hours to be agreed with the postholder.

Location: Home-based, office-based, or hybrid.

*The postholder can be based anywhere in England, Wales or Scotland. From time to time, the postholder's duties may require them to travel within the UK and/or to attend scheduled in-person meetings with funders, donors, external contacts and internal colleagues, including the Head of Development, as part of the performance of their duties and to support the needs of the Trust. Candidates will be asked to evidence their legal right to live and work in the UK.

Annual leave: Annual entitlement of 33 days (on a pro rata basis for part-time staff) inclusive of Bank/Public Holidays.

Probationary period: There will be a six-month probationary period.

Policies and procedures: We have policies designed to ensure the safety and well-being of both workers and volunteers and access to employee benefits including an employee assistance programme and a discount scheme.

Application process

To apply for this role, please submit your application by 12pm on Friday 29 August 2025.

Shortlisted candidates will be notified and interviews will be arranged on a rolling basis. We may close the recruitment round early if a suitable candidate is identified before the closing date.

Please provide the following documents:

1. An up-to-date CV.
2. A covering letter and supporting statement. Please submit a document that outlines your interest in this role and our charity, and your fit against the essential experience criteria set out in the person specification and role description.

We would be happy to arrange a time to speak informally about this role and opportunity with any interested candidates. Please contact **Joanne Madders, Head of Development** on joanne.madders@cranfieldtrust.org

Cranfield Trust is an Equal Opportunities employer and seeks to ensure equality of treatment for all persons regardless of ethnicity, gender, age, marital status, disability, religion, sexual orientation, or economic status. Our current team come from a range of different backgrounds with broad lived experiences and they support charities across England, Scotland and Wales working with diverse communities. We are seeking passionate people from a range of backgrounds to apply for this position. We actively encourage applications from any race, age, sex/gender, background or religion.



Role Description

Role: Philanthropy and Partnerships Manager (National)

Reports to: Head of Development

Responsible for: Income generation and high-value relationships with funders and donors

Main Purpose of Role

- Raising funds from a range of philanthropic sources, including grantmakers, funding partners and individual donors
- Developing new and existing high-value relationships for Cranfield Trust
- Managing a high-value fundraising portfolio, proactively and flexibly

Role Objectives

Income generation and relationship development

- Achieve personal income targets and contribute towards team and organisational income targets.
- Initiate, build and maintain successful relationships with new and existing donors and funders, meeting face to face and online as necessary to understand, create and sustain income opportunities.
- Take the lead in developing and delivering a varied range of high-quality fundraising proposals.
- Secure new income for the Trust through donations, grants and partnership agreements, raising funds from grantmakers, individual/major donors, and other possible sources.
- Ensure all reporting requirements within the Philanthropy and Partnerships Manager's portfolio of funders and relationships are achieved.

Leadership and Team Work

- Deputise for Head of Development by supporting fundraising relationships outside own portfolio when necessary, including through meeting formally and informally with funder contacts, and supporting proposal writing across the team.
- Work productively and collaboratively as a member of the Development team, contributing to cross-team fundraising under the direction of Head of Development.
- Contribute to cross-organisational goals and work collaboratively with wider team members throughout the UK in support of income generation and good fundraising practice.

Events and Networking

- Contribute to event organisation from a fundraising perspective and represent Cranfield Trust at events as required.
- Represent the Trust at networking and other events which offer the opportunity to meet potential supporters and make presentations to important contacts.
- Promote the work and ambitions of Cranfield Trust and represent our values at all times.



Key Activities

Prospecting and donor development

- Researching potential funders and funding opportunities
- Identify new prospects and contact funders and donors to explore opportunities, develop conversations and relationships, and secure funding

Fundraising

- Using your understanding of Cranfield Trust's work and services, and our offer and contribution to the UK voluntary sector, advocate effectively on behalf of Cranfield Trust both verbally and in writing
- Design, develop and secure new fundraising contacts, relationships, funding and partnership agreements for Cranfield Trust
- Using Cranfield Trust's prepared materials and case for support, create and adapt proposals and applications for different funders and donors

Working with grant-making organisations (including trusts and foundations)

- Secure meetings with grantmakers to discuss our work and explore opportunities to apply for grants or to develop funded partnership agreements
- Respond appropriately to opportunities to apply for funding via. grant rounds
- Create opportunities to form new funding relationships
- Develop bespoke funding proposals, including:
 - i. proposals for restricted or unrestricted funding; and,
 - ii. "partnership agreements" to provide services and support to funders' grantholders.
- Work collaboratively with Development team colleagues to maximise whole team success in fundraising from grant-making organisations

Working with philanthropists and personal donors

- Identify new donor prospects
- Build and maintain supportive relationships with individuals, keeping them up to date with our organisational developments in line with their own philanthropic interests.
- Solicit gifts of support in support of Cranfield Trust's work.

Attending events and meetings, and networking

- As required, attend events and meetings in person to meet with current and potential funders, donors and supporters, and presenting our work effectively, informally and formally.
- Raise Cranfield Trust's profile and increase understanding of our work and contribution by liaising with funders as and when possible.

Reporting

- Report on grants and donations in accordance with agreed reporting arrangements and/or terms and conditions of our funders.
- Keep our individual donors up to date about our work.



Donor Management and Information

- Manage and log information relating to fundraising, funder contacts and income, using Cranfield Trust's database and established information management systems and processes, and in support of information retention and retrieval and collaborative cross-organisational working with colleagues in Development, Communications, Operations and Finance & Admin.

Person Specification

Knowledge and professional experience

- Minimum of three years' experience of fundraising in a non-profit organisation
- Experience of producing compelling and successful proposals and applications for trusts, individuals or corporates
- Experience of identifying and researching new prospects and supporters
- Knowledge of fundraising methodologies and learning/training in fundraising
- Experience of writing high-quality applications and reports for grant-making organisations
- Experience of building and maintaining tailored relationships with donors
- Knowledge and experience of at least two fundraising disciplines – from trust fundraising, major giving, individual giving, corporates or legacies
- Experience of putting together a programme of services / activities to meet the needs of funding partners and charities and negotiating partnership agreements and payment terms with third parties – (desirable)
- Experience of building and maintaining strong relationships with representatives of supporter organisations such as trusts and foundations (or corporate partners)
- Knowledge and experience of major donor fundraising
- Experience of understanding and interpreting accounts and financial information for presentation in proposals for supporters
- Experience of using a CRM or fundraising database



Aptitude, skills and competencies

- Ability to work productively and autonomously, and manage and prioritise a busy workload without continuous guidance
- Ability to work independently and represent the Cranfield Trust in-person and through online meetings, building relationships and sharing knowledge with confidence and credibility
- Strong communication and negotiating skills for working with funders and partners to build programme content and set payment terms.
- Possess an organised approach to planning and recording communications with supporters and prospects
- Ability to build internal relationships throughout our organisation as part of a remote team
- Excellent interpersonal social skills
- Computer literacy and knowledge of widely used software and applications
- Ability to work as part of a small development team and within a smaller organisation

Attitudes and Behaviours

- Enthusiasm for the work of Cranfield Trust, and appreciation of the importance of smaller charities, skilled volunteering, pro-bono management support and capacity building for charities.
- Flexibility to travel or meet in person, adjust working pattern or work unsociable hours – occasionally and as circumstances require and by prior agreement
- A confident and positive attitude with respect to meeting personal and team income goals
- Willingness to support the Head of Development practically in achieving our whole fundraising target, goals and philanthropic objectives
- Willingness to work positively in a team environment and with colleagues across the charity, to share leads and ideas, and uphold the charity's values
- A genuine passion to see Cranfield Trust succeed in its objectives
- Professional appearance and manner, particularly when representing the Development team internally and externally



About Cranfield Trust

Cranfield Trust is the UK's leading provider of pro bono management support to the voluntary sector. We are an independent charity, focused on welfare causes, and have an excellent track record of supporting UK-based charities and non-profit organisations who in turn support the most vulnerable people in our communities. In 2024, we proudly celebrated our 35th anniversary. Supported by our funders and donors, we work with over 1,400 highly skilled commercial sector volunteers to provide high value, independent services and advice to charities across the UK.

We offer a range of free management services to help build successful charities, including [management consultancy](#), [mentoring](#) for charity leaders and managers, [peer to peer support groups](#), [telephone advice](#), [webinars](#) and [online resources](#) covering on a range of management topics.

"Support from Cranfield Trust has been transformative. Our [volunteer] consultant was incredibly helpful and ensured that we were able to think strategically about what our organisation needs for the next three years. We are incredibly grateful."

Lauren Kendell, CEO, Oxfordshire Sexual Abuse and Rape Crisis Centre (OSARCC)

"Our small charity has gained valuable skills and knowledge that will enable us to grow in a focused and manageable way - something that would not have been possible without the support of the Cranfield Trust."

David and Shelley Bathgate, Founders, Military vs. Cancer

Our Vision is for strong and effective charities that change lives and our society. We are driven by our values; they are what make us unique and shape everything we do:

- 🔸 **We care and connect**
- 🔸 **We learn and lead**
- 🔸 **We focus on impact**
- 🔸 **We meet the moment**
- 🔸 **We raise the bar**

Cranfield Trust has grown significantly in size and reputation since our foundation as a charity at Cranfield University in the 1980s. We are highly respected for the calibre of support we provide, through our amazing volunteers and staff team across the country.

We offer a professional, bespoke service that is tailored to each individual charity's specific needs. Charities can choose the right support for them at the right time: they can access telephone support for immediate concerns, watch a live or on demand online webinar, join with a group of peers for personal development, or access more intensive support through diagnostic and consultancy for organisation, or mentoring for individual leaders. We have also developed a unique impact framework, Journey to Excellence (J2E), designed specifically for charities who are undertaking an organisational diagnostic with us as part of taking up management consultancy support.



Our highly motivated and engaged team takes the time to connect with charity leaders, understand their issues and offer strong support. We have a deep and broad understanding of the needs of small-medium size charities and not for profit organisations. Our Operations team is skilled in diagnosing the support needs of organisations that contact us and our Regional Managers generally combine experience of another sector with third sector knowledge. And, we have an excellent, national network of volunteer consultants and mentors, many of whom are from the commercial sector.

"Working with Cranfield Trust has been an enormously rewarding experience. It has both enhanced my understanding of the charity sector and allowed me to utilise my years of experience to provide targeted assistance to charities."

Dawn Brant, Cranfield Trust volunteer

"Being a volunteer for Cranfield Trust is one of the most rewarding things I have done and brings balance to my wider professional career." **Alex Budden, Cranfield Trust volunteer**

All our services are free, whether it's intensive management support, short term advice, or online information. We are well networked in the sector so we are able to refer charities to sources of specialist help – if we can't help, we often know another expert that can.

Our Future

Today, we are building on our strong foundations – excellent services, successful fundraising, strong volunteer recruitment and effective management – to sustain and further develop our support for frontline organisations. We also want to use our insight and knowledge of the third sector and smaller charities more effectively: to contribute to decision making by funders and policymakers and to explore the development of management training for those of us working in the small charity sector.

In our 2025–26 year, our CEO Amanda Tincknell is retiring after more than 25 years in which she has overseen the growth of the Trust from modest beginnings to its present size and importance within the UK charitable sector. As we welcome a new CEO to lead us in building on Amanda's legacy, this will be a most exciting time for the Trust and our dedicated team.

Our History

The Trust was founded at the suggestion of HRH The Princess Royal on a visit to Cranfield University in 1988. At her challenge, staff, students and alumni of Cranfield University formed the Trust in 1989 to harness the skills developed at the university to benefit the voluntary sector. The Princess is our Patron, and we retain a strong, although independent, relationship with Cranfield University. We recruit volunteers through a range of contact networks including business school alumni groups and professional bodies.



About our Fundraising

Cranfield Trust is at an exciting turning point. Strengthening our Development team is an essential step in achieving our organisational objectives, through achieving our income needs and diversifying our fundraising.

As an independent charity, we fundraise to meet 100% of our organisational expenditure.

"The unique feature of the Cranfield Trust is the very extensive reach that your team has created across the whole charity sector in giving expert help and guidance of the highest quality to charities, medium, small and large in size."

Robert and Rosie Wright, Cranfield Trust supporters

"We hear directly from many of our grantees and applicants that management and mentoring support from the Cranfield Trust is transformational. That is why we have provided core funding each year since 2010 and have committed funding until 2028."

Christopher Wills, Chairman, The Dulverton Trust

Currently, all of our income is 'voluntary' in the form of funding from grantmakers and gifts from individuals. Last year, we raised nearly £900,000, undertook specific fund and awareness raising activities as part of our 35th anniversary, and increased the proportion of income we receive from individuals and grantmakers, who make donations and grants towards our core mission.

In addition to fundraising for core support from funders and donors, we regularly work in partnership with national, regional and local funders to offer grant-funded programmes of support for their grantees and charities within their remit.

"We have worked with The Cranfield Trust for over five years as part of our Funder Plus approach providing bespoke capacity building for grantees. Feedback has been incredibly positive. Cranfield Trust provides direct, practical, and meaningful help to our grantees across a range of business-critical issues. From staff development and mentoring to finance and marketing. We look forward to continuing to work in partnership so that our grantee organisations continue to benefit from the Trust's expertise and innate wisdom."

Grants Programme Manager, Mercers' Charitable Foundation

We want to continue to develop and cultivate our existing funding relationships while reaching out to new funders and grantmakers, to develop and grow our portfolio of grant funders. We also want to increase the proportion of income we receive from alternative sources, including major donors, individual and regular givers, gifts in wills and corporate partners. We believe there is a great deal of untapped potential within our existing community of supporters.



We have a team approach to fundraising. The new postholder would join an existing team of 3 people. Our current fundraising team is:



Joanne Madders
Head of Development

Joanne heads up all our fundraising activity.



Ali Forbes
Development Manager –
Trusts & Foundations –
focuses on securing grant
funding from grantmakers

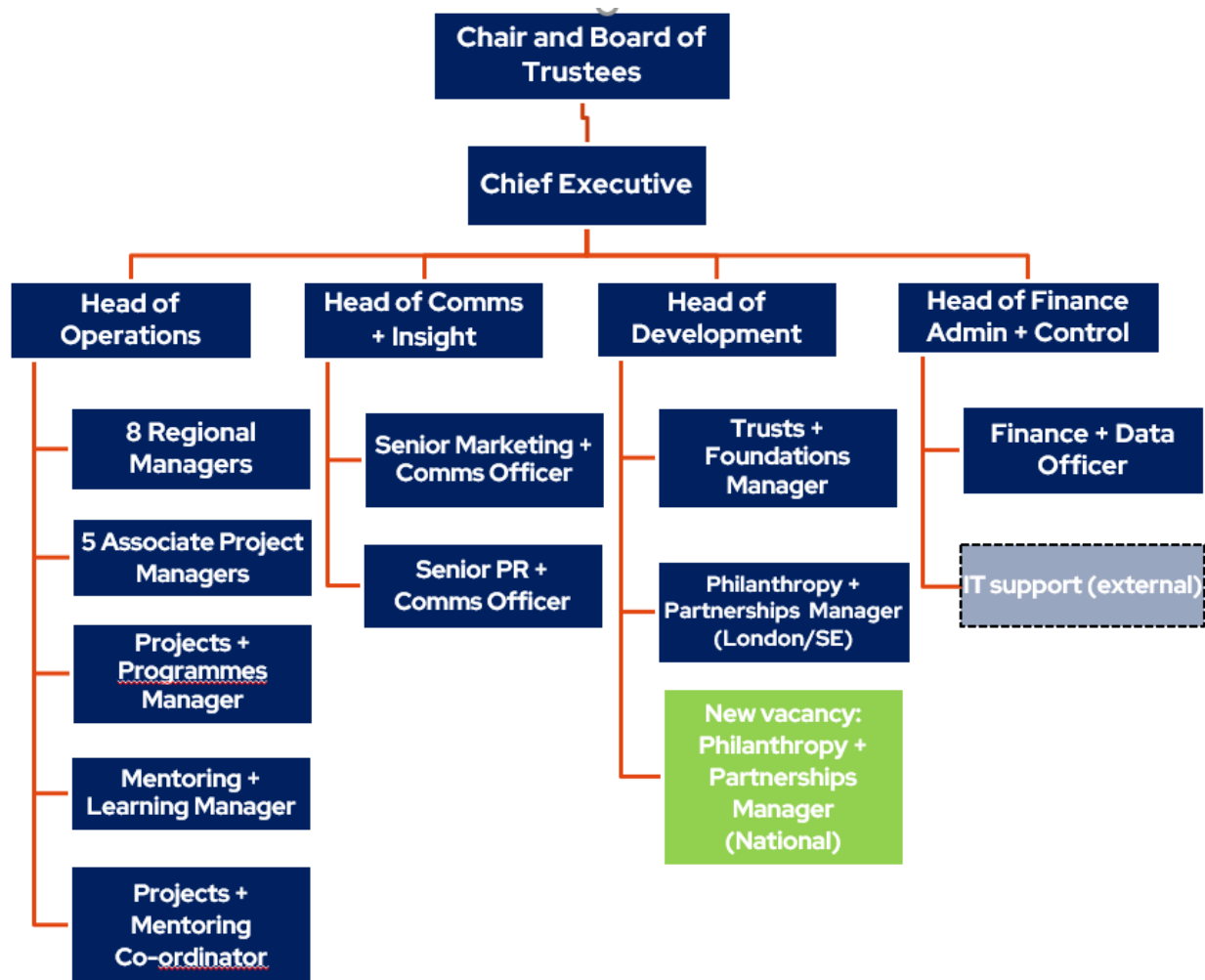
Plus, one incoming team member who will fulfil the role of Philanthropy and Partnerships Manager (London and SE focus).

Other colleagues are also closely involved in fundraising:

- Our current Chief Executive, Amanda Tincknell, has traditionally held longstanding relationships with funders and has contributed to fundraising from a number of sources.
- Operations colleagues are involved in developing and maintaining funder relationships in their regions, delivering particular programmes of work and contracts with our funders, and contributing to reporting and stewardship around particular programmes of work.
- Our Communications and Finance & Admin teams also have critical roles and functions in supporting fundraising activities and communications.



Cranfield Trust as a whole is structured as follows:



Salary, terms and conditions

This role is being advertised as a full or part-time role (to be agreed with postholder), within the salary band £38 – 41,000 per annum, full time equivalent.

- Annual entitlement of 33 days (FTE) inclusive of Bank/Public Holidays, rising to additional 5 days (pro rata) Christmas leave entitlement after five years of service
- Auto enrolment pension scheme - with option to elect for contributions to a personal scheme instead
- Opportunity for hybrid and flexible working
- Employment Assistance Programme through 'Health Assured' offering 24/7 telephone support and access to face to face services such as counselling
- Access to 'Bright Exchange' marketplace for discounted goods and services



Application process

To apply for this role, please submit your application by 12pm on Friday 29 August 2025. Interviews will be arranged with suitably qualified candidates on a rolling basis.

Please provide the following documents:

1. An up-to-date CV
2. A covering letter and supporting statement. Please submit a document that outlines your interest in this role and our charity, and your fit against the essential experience criteria set out in the person specification and role description.

Please submit your completed application by email to development@cranfieldtrust.org by the deadline.

We would also be happy to arrange a time to speak informally about the role with any interested candidates.

If you want to know more about the role or selection process, please contact Joanne Madders, Head of Development on joanne.madders@cranfieldtrust.org

As an employer, Cranfield Trust seeks to comply with UK government guidance around application screening including identity checks, suitable references and confirmation of right to work in the UK.

Cranfield Trust is an Equal Opportunities employer and seeks to ensure equality of treatment for all persons regardless of age, disability, ethnicity/race, gender reassignment, marital status, maternity/paternity, religion/belief, sex and sexual orientation. We actively encourage and welcome applications from suitable candidates representing any of these diverse characteristics. Our current team come from a range of different backgrounds with broad lived experience and they support charities across England, Scotland and Wales working with diverse communities.

