Title: Deputy Director, Relationships & Partnerships

Department: Fundraising & Communications

Reports to: Director of Fundraising & Communications

Line Management: 3 x direct reports; 4 x indirect reports

Location: London (2 core days in the office per week normally Tues & Thurs)

Salary: £75,000 per annum

Role purpose

The main purpose of the role is to increase income from high-value audiences, including trusts & foundations, high-net-worth individuals and companies in the UK and Europe. They will be leading the Relationship & Partnerships team to focus on the acquisition of new donors and partners, whilst also systematically increasing the value of and reducing the attrition of existing supporters.

About Orbis UK

Orbis UK is an affiliate of Orbis International, an eye care charity that transforms lives through the prevention and treatment of avoidable blindness and visual impairment.

With our network of partners we mentor, train and inspire local teams in Africa, Asia and Latin America to fight blindness in their communities. We work alongside eye and healthcare teams in communities to provide training and guidance to leave a long-term eye care legacy that will restore vision for generations to come.

A staggering 90% of all vision loss is treatable or preventable. That equates to 1 billion people on this planet, living with vision loss from avoidable causes. 90% of these people live in low-and middle-income countries, and 55% are women and girls.

We believe that no one should live a life of unnecessary blindness, simply because of where they were born.

Orbis UK (Orbis Charitable Trust) is a registered charity in the UK and raises income from funders across Europe and the Middle East, towards our global commitment to eliminate avoidable blindness. In 2022, the UK team raised over £6.2million pounds towards Orbis’ fight to save sight. These funds supported 24 projects across 12 countries. With these funds we enabled 36,733 training sessions for doctors, nurses, community health workers and others and the delivery of over 10.8 million medical and optical treatments, surgeries and antibiotics.

Our ambition is to grow our income to £10 million per year within the next five years.

In addition to our long-term country programmes, Orbis operates the Flying Eye Hospital, a state-of-the-art ophthalmic teaching hospital on board a customised aircraft and Cybersight, our online telehealth platform with over 82,000 users and home to our artificial intelligence tool.

You can find out more about Orbis UK, our work and impact here.
Fundraising & Communications Directorate

This Fundraising & Communications (F&C) directorate consists of three teams:

- Relationships & Partnerships
- Public Giving & Communications
- Data & Insight

**Our purpose** is to generate the funds needed to deliver the Orbis Vision and Mission.

Relationships & Partnerships

The **Relationship & Partnerships** division are responsible for delivering income from trusts & foundations, corporate partnerships, major donors as well as high value and community donors too.

**Our focus** is to increase ROI and deliver growth through the acquisition of new high-value, five-seven year, multi-year gifts from donors and partners.

**Our target for 2023** is to deliver £1.7m gross income.

Relationships & Partnerships team structure
Main responsibilities

The list below is not exhaustive of all the functions of the Deputy Director of Relationships & Partnerships but it describes much of the role.

Leadership:

- Live, and inspire your team to live, the Orbis values.
- Contribute to a strong and united senior management team in the Fundraising & Communications directorate.
- Be a leader that is trusted by your team, and who enables and motivates the team to deliver outstanding performance.
- Demonstrate trust in your team through delegation, empowerment and effective communication.
- Build a culture of continuous growth through a focus on new business balanced with robust stewardship of existing donors.
- Represent Orbis externally, including networking and presenting within our industry to build our reputation as an employer of choice and an organisation delivering outstanding performance.

Strategic:

- Design and implement a high-value strategy to exponentially increase income from trusts & foundations, high-net-worth individuals, and companies. This should include:
  - An acquisition plan aimed at securing multi-year five to seven donors and partners.
  - An existing supporter plan to increase the value of current supporters through upselling, cross-selling and multi-year commitments.
  - A plan to develop a senior influencer network strategy to increase the likelihood of successful approaches through introductions and influence.

Process & systems:

- Outline and embed systematic processes to ensure the identification of qualified prospects, engagement, asks and acquisition against agreed KPIs.
- Drive the increase in the value of existing donors and partners through: upselling, cross-selling, multi-year commitments and attrition reduction.
- Working with the Database & Insight Manager, optimise and embed data, insight, and performance management to create an evidence-based decision-making culture and to ensure performance is continually improved through the monitoring of metrics and KPIs.
- Working with colleagues at Orbis, create a suite of cases for support that will enable Orbis to secure multi-year six, seven and eight figure grants, donations, strategic partnerships, sponsorship, product promotions and budget-relieving gift in kind.
- Outline and embed systematic processes to collate programme impact data to create thorough and compelling impact reports for donors and partners.
Job Description: Deputy Director R&P

• Create an influence-focused engagement plan to attract and progress prospects and deepen relationships with existing supporters, including: events, materials, showcases of our work and informal engagement opportunities.

• Formulate multi-year budgets and periodic forecasts for your income and expenditure streams.

• Create informed business cases with clear return on investment, with monitoring and analysis during testing and iterative improvements to optimise performance.

• Ensure due diligence is conducted and contracts with partners and donors are created where required.

Key relationships

• Work with colleagues across Orbis UK and Orbis International, balancing a collaborate approach with the attainment of Orbis UK objectives.

• Engage with Orbis UK trustees and other senior volunteers to maximise their contribution to the organisation, articulate our strategy and progress against it, and to make the case for further investment in your income stream.

• Develop relationships with key internal and external stakeholder that will facilitate and support the high-value fundraising strategy. In particular, the Programme Funding Team, the Director of Fundraising & Communications and colleagues in Orbis International.

• You will also work with the Programme Funding Team to ensure that partner funded programmes are being monitored and evaluated in line with any contractual agreements and that you are to access and comprehend information in order to present to partners.

• Ensure appropriate stakeholders at Orbis are kept informed of significant opportunities with funders and facilitate meetings for Orbis experts and senior management with prospects/donors in order to steward the partner relationship.

Other responsibilities:

• Actively invest in continuous learning for you and your team, staying abreast of best practice and emerging trends and implementing where relevant to Orbis UK.

• Keep up-to-date on market, prospect, competitor and funder trends, responding to the environment and anticipating new themes for corporate and sector approaches.

• Develop your knowledge of Orbis International and other affiliates, how our programmes are improving eye health, other eye care charities and charities working in similar regions to Orbis. This will help to demonstrate credibility when engaging prospects.

• Ensure that your team comply with all relevant Orbis policies and procedures, including our Ethical Fundraising policy and procedure, privacy policy and other relevant data protection policies.

• Ensure that fundraising activities, systems and behaviours are compliant with regulatory and sectoral Codes of Practice.

• Deputise for the Director of Fundraising & Communications and the Deputy Director, Public Giving & Communications as and when required.

• As a small organisation staff are expected to work as a close team, to be flexible in their approach and to provide support for other areas as necessary.
Job Description: Deputy Director R&P

- Undertake other tasks as delegated by the Fundraising & Communications Director, other Directors and the CEO.
- Willingness to work some evenings or weekends, with TOIL agreed in line with policy.
- Occasional travel abroad may be necessary.

Person Specification

Essential experience:

- We are seeking an experienced, and inspiring leader with a successful track record of systematically increasing year-on-year income from trusts & foundations, high-net-worth individuals and/or companies.
- Demonstratable experience of acquisition of new Five, six and seven figure donors and partners.
- Demonstratable examples of systematic increasing the value of existing donors and partners through upselling, cross-selling and multi-year commitments/partnerships.
- Excellent understanding and demonstrable experience of successfully developing and implementing income growth strategies across a diverse portfolio of high value fundraising streams.
- Accomplished line manager and mentor with experience of developing and building high performing, committed teams.
- Experience of writing complex, compelling and persuasive proposals and engagement materials.
- Excellent oral communication skills with the confidence to proactively engage individuals at all levels over the phone, in meetings and to deliver presentations.
- Experience in influencing and negotiating with organisations to ensure mutually beneficial partnerships.
- Strong commercial and analytical skills with attention to detail and the ability to critically review data and information.
- Critical thinker who looks beyond the obvious to deliver the best solutions.
- Excellent computer skills, including familiarity with Word, Excel, PowerPoint and ideally Raiser’s Edge (or other similar CRM system).
- An up-to-date knowledge of the fundraising key trends and developments, fundraising compliance and general charity law.
- Comfortable working to targets and KPIs with experience of managing and reporting on income and expenditure budgets, forecasts.
- Line management experience including, coaching and managing performance.

Desirable experience:

- Experience of working for an international development charity / NGO.
- Experience of securing high-value donors and partners from Europe.
- Held a senior leadership role encompassing all high-value income streams (trusts & foundations, major donors, and corporate fundraising).
Personal attributes:

- You feel a connection to Orbis’ mission and you embrace our organisation’s values, demonstrating behaviours that display these in your day-to-day work.
- You are an authentic leader with a positive personal attitude, open to exploring different ways of achieving success.
- You lead by example and are both a results driven and empathetic leader.
- Self-motivated and persistent with the ability to systematically address challenges to achieve desired outcomes and is comfortable making difficult decisions and challenging ineffective ways of working.
- Ability to make informed and evidence-based decisions, with a deep appreciation and understanding for quantitative and qualitative data, analysis, and implementation of this to optimise performance.
- Strategic big-thinker who understands the end-goal, with the ability to know when to implement tried-and-tested practices and when to innovate and do things differently.
- Ability to seamlessly work strategically or operationally when required.
- Excellent influencer with the credibility and ability to distil complex information into informed and clear points and recommendations to achieve desired outcomes.
- Excellent and confident communicator across all mediums and channels.
- Excellent organisational skills, strong attention to detail, ability to prioritise tasks and adhere to deadlines.
- You enjoy building relationships with a diverse range of stakeholders and colleagues and are always professional in your interactions.
- You are ambitious, resilient and focused on the outcome of achieving targets.
- Excellent interpersonal skills and a good team player.
- Strong sense of curiosity, supported by excellent questioning skills and critical thinking.
- Ability to set own work agenda and work with autonomy to manage your team.
In return we can offer you

- 25 days holiday
- Life Assurance
- Employee Assistance Programme
- E-learning Courses
- Flexi-time

Plus, following successful completing of your probation:

- Matched employer pension contribution up to a maximum of 10% of basic salary
- Interest free season ticket loan
- Cycle to work scheme

Our Values

At Orbis we look to attract inspiring and motivated people to help fight blindness in communities around the world. Experience is vital to any application but over and above this we are looking for individuals who share our values.

Our values of Trust, Caring, Commitment, Accountability and Excellence are the thread that connect our global team across geographies, languages, job functions and time zones. The Orbis values reflect the way we - as an organisation and as individuals - approach problems and communicate with each other.

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<tr>
<th>Our Vision</th>
<th>Our Mission</th>
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<tr>
<td>To transform lives through the prevention and treatment of blindness</td>
<td>With our network of partners, we mentor, train and inspire local teams so they can save sight in their communities</td>
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Equal opportunities

Orbis UK is an equal opportunities employer and welcomes applications from any suitably qualified persons. We will ensure that no job applicant receives less favourable treatment either directly or indirectly, on the grounds of age, gender reassignment, being married or in a civil partnership, being pregnant or on maternity leave, disability, race including colour, nationality, ethnic or national origin, religion or belief, sex and sexual orientation.

Orbis UK acknowledges and recognises the disadvantages and barriers people from underrepresented and socially diverse groups face in the workforce. Orbis UK is committed to addressing this issue and we strongly encourage those from underrepresented and socially diverse groups (Black and Ethnic minorities, LGBTQ+ and candidates with disabilities) to apply.

Safeguarding

Orbis UK is committed to safeguarding and promoting the welfare of children and vulnerable adults and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and criminal records checks. All applicants will need to provide proof of their legal right to live and work in the UK.