

# Application Pack for Corporate & Digital Fundraiser

**Closing date: 0900 on Monday 22<sup>nd</sup> September**

# Background Information

AvMA is recruiting a motivated and creative Corporate & Digital Fundraising Officer to help grow our income from corporate partnerships and workplace giving. This is an exciting opportunity for someone who can combine strong relationship-building skills with digital expertise to deliver high-impact fundraising activities.

You will inspire companies, workplace supporters, and employee networks to get involved with AvMA's mission, while ensuring our digital platforms provide compelling supporter journeys for corporate audiences.

Experience using Microsoft Dynamics CRM is highly desirable, as this will help you manage and grow our corporate supporter pipeline effectively.

## About AvMA

Action against Medical Accidents (AvMA) is the independent UK-wide charity for patient safety and justice, established over 40 years ago. AvMA is widely credited with both having put "patient safety" on the map and with bringing about huge advances in access to justice for those affected by lapses in patient safety ("medical accidents").

We provide free, specialist advice to people who have suffered injury because of medical negligence or unsafe care. Our services include a helpline, written advice, and our pro bono inquest service – helping over 3,000 people every year. We also campaign nationally to improve patient safety and access to justice.

Our **Vision**: People who suffer avoidable medical harm get the support and outcomes they need.

Our **Mission**: We champion the needs of people adversely impacted by avoidable medical harm, supporting and empowering them to secure the outcomes they need and working to improve healthcare systems so harm is less likely to happen in the future.

Our **Values**:

- **Integrity** – acting honestly, openly, and independently.
- **Independence** – advocating for patients while recognising all sides of a case.
- **Fairness** – treating everyone with dignity and respect.
- **Collaboration** – working with a broad range of stakeholders to create change.
- **Empathy and compassion** – listening and understanding the harm and challenges people face.

## Our Fundraising Vision

AvMA's fundraising vision is to be the UK's most trusted and valued charity for patient safety, inspiring and empowering donors so that those who suffer avoidable medical harm receive the support and outcomes they need.

This role directly contributes to that vision by:

- Developing and delivering compelling corporate partnerships offer.
- Building meaningful and long-term relationships with companies.
- Inspiring and supporting employee fundraising, payroll giving, and sponsorship.
- Leveraging digital tools to engage and grow corporate audiences.

## People

Our people are our greatest asset. AvMA currently employs approximately 22 staff (many of whom are part-time), bringing a wide range of skills, experience and passion for what AvMA stands for. AvMA also benefits from a pool of dedicated volunteers and an excellent board of trustees.

## Location

This is a fully remote role, with the expectation that you attend approximately 8 in person meetings a year in London, (quarterly Board meetings and four All Staff days). All travel expenses for these will be covered by AvMA.

## General Information

AvMA does not benefit from any government grants or similar funding, we are very experienced at raising our own funds, which in turn enables us to maintain our independence and impartiality and focus on our core aims, patient safety and access to justice.

## Corporate & Digital Fundraiser Job Description:

<b>Details:</b>	A one-year fixed term contract (with potential extension), for a full time (35 hours) or part time (minimum 28 hours).
<b>Salary:</b>	Circa £37,655.43 (pro rata if part time) point 20 on the salary scale rising to point 23. Annual increments are paid to the top of the scale. An additional discretionary cost of living increases may be applied per annum.
<b>Holidays:</b>	25 days per annum, bank holidays and Christmas closure.
<b>Location:</b>	Remote, with at least 8 in person meetings per year

## Key Responsibilities

### 1. Corporate Partnerships & Relationship Management:

- Build, manage, and steward relationships with corporate supporters, focusing on the healthcare, legal, insurance, and life sciences sectors.
- Develop and implement AvMA's corporate partnerships offer, including sponsorship packages and bespoke opportunities.
- Identify and research new corporate prospects, working with colleagues to make approaches and secure partnerships.
- Lead the ongoing development of AvMA's corporate fundraising strategy and toolkit, ensuring they reflect best practice and meet organisational needs.

### 2. Workplace Giving & Employee Engagement:

- Support and promote employee fundraising initiatives, matched giving, payroll giving, and workplace events.
- Provide companies and staff teams with engaging fundraising materials, advice, and digital resources.
- Develop case studies and impact content to showcase corporate and employee fundraising.

### 3. Digital Fundraising & Content Development:

- Create and maintain engaging digital content for the corporate fundraising section of AvMA's new website.
- Use online platforms and digital channels to promote corporate giving opportunities and events.
- Work with our communications team to integrate corporate messaging into wider campaigns.

#### 4. Data & Reporting

- Maintain accurate records of all corporate activity and income using Microsoft Dynamics CRM.
- Monitor, analyse, and report on performance against targets.
- Use data insights to improve supporter journeys and maximise income

#### 5. General

- Attend in-person meetings and events as required (travel expenses covered).
- Contribute to AvMA's wider fundraising strategy and cross-team projects.
- Undertake other reasonable duties as required.

## Person Specification

### Essential:

1. Experience delivering corporate or employee fundraising in a charity or events environment.
2. Understanding of CSR, workplace engagement, and corporate giving.
3. Strong content creation and written communication skills.
4. Confident in using digital tools and fundraising platforms.
5. Collaborative and adaptable, with the ability to meet deadlines and manage multiple priorities.

### Desirable:

1. Experience using Microsoft Dynamics CRM for pipeline management and reporting.
2. Understanding of sponsorship packages and cause-related marketing.
3. Experience in developing digital supporter journeys for corporate audiences.

## How to Apply

To apply for the role of Corporate & Digital Fundraiser, please submit:

1. **A Covering Letter** (maximum of 2 pages) outlining how your experience, skills, and personal attributes make you an ideal candidate for this role
2. **A Comprehensive CV** detailing your qualifications, work history, and relevant experience.

Please submit your application using the webform linked to the job advert. Alternatively email your application to [humanresources@avma.org.uk](mailto:humanresources@avma.org.uk) with the subject line "**Corporate & Digital Fundraiser Application**" by **0900 Monday 22<sup>nd</sup> September**.

For more information about AvMA and this role, please visit our website at [www.avma.org.uk](http://www.avma.org.uk).

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We look forward to receiving your application and thank you for your interest in supporting AvMA's mission to ensure patient safety and justice.