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## JOB DESCRIPTION

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**Job Title:** Corporate Growth Executive

**Grade:** C

**Department:** Business Development, Giving and Impact Services

**Main purpose of job:**

As a pivotal member of the new Business Development team, you will proactively support the growth of corporate giving products offered by CAF's Giving and Impact Services Division. This new role will focus on co-ordinating and boosting lead generation, elevating the external profile of CAF's Corporate Giving solutions, and supporting the Corporate Client and Impact Accelerator teams to identify, track and convert new opportunities for growth.

Ultimately, you will help more companies to find their purpose through strategic and impactful corporate giving, and more charities to benefit from corporate funding. This is a rare opportunity to work within the charity sector on corporate giving and engagement with a focus on giving infrastructure and advisory services, rather than fundraising per se.

**Responsible to:** Senior Corporate Growth Manager

**Budgetary responsibilities:** None

**Responsible for:** None

**Key Job Responsibilities:**

- Research and co-ordinate relationships with new potential sources of referrals/introducers into CAF's Corporate Giving solutions
- Research opportunities for growth through sponsoring industry conferences, events and publications
- Support and manage delivery of agreed sponsorships and memberships to elevate the profile of CAF's Corporate Giving solutions
- Manage incoming leads by tracking and triaging new enquiries and ensuring consistent communication and handling of prospective clients across CAF internal teams
- Analyse leads and prospects in order to ensure that business development activities are correctly targeted, cost effective and converting successfully using our new MS Dynamics CRM
- Coordinating meetings, presentations and events for key Subject Matter Experts (SME's) within the Giving and Impact Division in order to promote our services
- Cross-team working with the Corporate Client Team, including to prepare proposals and pitches for new business opportunities

- Prepare management information to inform Senior Managers and Executive Committees on the current status of our business development pipeline by collating and inputting into key scorecards and reports.
- Support the implementation and consistent use of new Sales CRM

### **General Responsibilities**

- Continuing education through seminars, conferences and related training to promote skills growth and development in sales, business development and prospecting
- Develop detailed knowledge of CAF's full range of services and the wider impact economy
- Deliver high quality customer service, both proactive and responsive, to ensure that partners, clients and internal stakeholders are always highly satisfied and engaged
- Be proactive in the suggestion and development of new work processes and procedures, assisting with the implementation of solutions where required to continually improve pipeline management
- Proactively participate in positive communication between the various CAF teams.
- Participate in the performance management system by:
  - Achieving personal and team goals as agreed with Line Manager.
  - Giving and receiving feedback
  - Gathering evidence to support performance

### **CAF Values and Behavioural Indicators**

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

**Date: February 2025**

## PERSON SPECIFICATION

**Job title:** Corporate Growth Executive

**Date:** February 2025

Attributes	Essential ✓	Desirable ✓	How Evidenced <sup>†</sup>
<b>Experience</b> Understanding of business development, sales, prospecting Experience with B2B business development and sales Understanding of charitable or corporate sectors	✓	✓ ✓	
<b>Qualifications</b> Minimum GCSE standard of education or equivalent - particularly numeracy and literacy		✓	
<b>Training</b>  Sales training		✓	
<b>Specialist Skills/ Ability/Knowledge</b> Ability to build and maintain relationships Use of CRM for sales prospecting and logging Demonstrate ability to successfully negotiate and influence Knowledge of corporate giving motivations/products Computer literacy Advanced Excel and PowerPoint skills	✓ ✓ ✓ ✓	✓  ✓	
<b>Communication</b> Excellent verbal and written communications Positive communication and teamwork with internal teams and stakeholders Excellent, professional communication with external prospects and third party introducers	✓ ✓ ✓		
<b>Personal Qualities</b> Great attention to detail and organisation skills in order to track, log and analyse opportunities Positive, solution focused attitude Friendly, supportive approach to teamwork Self motivated and focused on completing tasks Good time management and organisation skills Analytical problem-solving	✓ ✓ ✓ ✓ ✓		
<b>Special Conditions</b> Some evening hours required for attending and supporting events 2 days per week (minimum) working from CAF's London Office	✓ ✓		
<b>Prior to Appointment</b> All posts: • Credit Check	✓		R/E

<ul style="list-style-type: none"> <li>• Sanctions Check</li> <li>• Basic DBS Check</li> <li>• Employment References</li> <li>• Medical Clearance</li> <li>• Right to Work in the UK</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>		
FCA Approved Posts: <ul style="list-style-type: none"> <li>• Standard DBS Check</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>		

✓ Tick either the Essential or Desirable column as appropriate for each attribute  
 † Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

**Key**  
 R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment