

# FUNDACIÓN CLEANWAVE

## Job description: Corporate Fundraising Executive

<b>Name:</b>	_____
<b>Job title:</b>	Corporate Fundraising Executive
<b>Principally reporting to:</b>	General Manager (GM)
<b>Mentoring:</b>	n/a
<b>Purpose of role:</b>	Proactive and innovative engagement of the local business community with CWF's initiatives, thus granting access to CSR funding to maximize and sustain the impact of our projects.
<b>Key Relationships:</b>	Local-, national-, and international Business Community, GM, Media, Brand Communication, other External Stakeholders, Board of Management

## Areas of Responsibility:

### Strategic Marketing

- Together with GM & Project Coordinators, develop marketing / community engagement strategy for selected target groups
- Ensure regular review of what has worked well/not so well and find solutions for improvement
- Ensure alignment with brand/media strategy, messaging in social media, press, etc.
- Ensure co-design, contribution and buy-in from team and stakeholders to define the strategy
- Conduct strategic sponsor/donor/community surveys (what do "stakeholders" want /need?)
- Identify trends in the market and provide insights to CWF
- Design marketing around innovative project and initiative development

### Community engagement

- Liaise with local community and build powerful networks.
- Identify and assist managing special projects and events.
- Develop powerful interventions to inspire Cleanwave community growth.
- Search potential partners, sponsors, and donors, and identify synergies for joint activities and interventions
- Regularly update progress of leads and evaluate cost-benefit
- Design innovative high impact engagement activities in collaboration with the team
- Ensure to provide potential partners and donors with powerful information and /or documents required
- Together with GM, regularly review status of policy development and ensure communication of key messages in documents to partners

# FUNDACIÓN CLEANWAVE

## **Corporate Fundraising**

- CleanWaveEducation (CWE) + MedGardens (MG) activities
- Ensure compliance with stringent Corporate Social Responsibility Budget policies and requirements
- Coordinate relevant contacts sourcing and integration in CRM
- Prioritize industries (e.g., hospitality and yacht industries in the Balearic Islands)
- Reach out to relevant contacts
- Manage leads and value propositions to prospective sponsors or donors
- Negotiate sponsorship agreements together with GM and corporate sponsors
- Ease implementation of agreements between corporates and CleanWave
- Develop, implement, and program activities for corporates based on defined agreements with them

## **Admin**

- Manage CRM and ensure timely follow-up.
- Provide event calendar and coordinate activities with other teams.

## **Skills Good oral and written communication skills**

- Written and oral Catalan communication skills are a plus
- Fluency in Spanish and English, German is a plus
- Ability to communicate complex ideas in a compelling way to a variety of audiences
- Good public relations/client liaison skills
- Ability to engage with different audiences
- Proven marketing and numerical skills
- Excellent influencing skills
- Proven negotiation skills
- Comfortable using digital tools
- Good understanding of audiences and ability of analysing community trends