



Job Description: Community and Business Relationships Lead

Title: Community and Business Relationships Lead
Reports to: Fundraising Manager
Location: Genesis Office (St Swithins)/Hybrid

Introduction:

As a Christian charity, Genesis Trust Bath ("Genesis Trust" or "Genesis") works with local churches and volunteers in the wider community in Bath and the surrounding area to help homeless and vulnerable individuals and families to change their lives.

We do this by meeting their immediate needs, providing compassionate help and journeying with them as they gain confidence, learn new skills, overcome challenges, improve their prospects, and make choices for themselves to restore and rebuild their lives.

We provide and enable a range of practical and person-centred support services to help people in need develop healthier lifestyles and overcome poverty in all its forms. We recognise that poverty is not just about lacking material resources but can encompass a lack of relationships and network of support, and a lack of identity and purpose.

We aim to address this through practical help, personal encouragement, mentoring and training. As an independent organisation that is not reliant on public funds, we encourage and enable a more community-based approach to providing long term transformational joined-up support.

The Community and Business Relationships Lead will be a core member of the fundraising part of the Central Services Team (CST).

Job Role:

- To develop and manage Genesis' existing external relationships in the community, with businesses and corporate organisations.
- Proactively research, identify and cultivate new community and corporate relationships.
- Network with suitable business, corporate and local organisations to raise awareness and maintain the profile of Genesis in the community.
- To develop and manage Genesis' participation in specific fundraising events such as local Half Marathons and the London Marathon.
- Facilitate business partners to engage with Genesis Trust through volunteering, employee fundraising, challenge event participation, Charity of the Year, financial support, gifts in kind, pro bono support and other areas of Corporate Social Responsibility (CSR) engagement.
- To deliver annual budget for your areas.

Success in this role is measured by:

- Efficient and effective portfolio of external relationships with those mentioned above.
- Effective delivery and management of the specific fundraising events delegated to this post.
- Achieving annual budget objectives.
- Reporting effectively on events and activities to ensure learnings are taken forward.

Job Tasks:

Team participation

- Create a clear strategy, objectives and deliverables for your area.
- Take part in fundraising meetings, staff meetings and take on action points as appropriate.
- Attend regular meetings with all Genesis staff and away days as necessary.
- Work effectively with data and financial processes and systems.
- Provide written reports to the Fundraising Manager.
- Be flexible to help provide cover across Genesis when others are away or ill.
- Be available to work outside your core working hours where necessary for external fundraising events. This can be taken back with time-in-lieu.

Supporter Stewardship

- Ensure all external relationships are strengthened with timely communication, thanking and follow-up.
- Supervise any volunteers that assist in your area. The volunteers will include corporate volunteers helping as part of their company's relationship with Genesis Trust.
- Attend meetings online and in-person with community groups and corporate partners to ensure good relationships continue.

Internal and external relationships:

The post holder will work with the:

- Fundraising and Communications team to ensure that all opportunities to grow support are maximised.
- Finance team to track and record income and expenditure.
- Other Genesis staff to ensure a good understanding of project delivery.
- Appropriate business networking, voluntary and statutory agencies.

Support will include:

- The Fundraising Manager
- Appropriate training in the form of courses, seminars and events.
- Access to emotional support services.
- Regular 1:1s and annual appraisal.

Person Specification

	Essential	Desirable
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GENESIS TRUST BATH – JOB DESCRIPTION: COMMUNITY AND BUSINESS RELATIONSHIPS LEAD

Qualifications	Degree standard or equivalent relevant professional experience/qualifications Familiar with IOF codes of practice	Institute of Fundraising Qualification Member of the Institute of Fundraising (IOF)
Experience	Proven experience of fundraising, event management or similar account management Proven experience in relationship building in community and corporate settings Proven experience of strategic planning and delivery of strategies	Multiple years of fundraising or sales experience within and equivalent environment, whether charitable, commercial, or public sector. Some experience of engaging with vulnerable adults. Experienced to some degree, whether in a voluntary or professional capacity, in working with those who are homeless or have experienced homelessness, have substance misuse and / or mental health issues.
Skills/Knowledge	Confident communicator with excellent networking and interpersonal skills that facilitate strong relationships with a wide range of people inside and outside the Trust (including the ability to manage, persuade, network and negotiate effectively at all levels). Ability to lead, motivate and develop projects, including setting priorities and goals that are achievable as well as aspirational and inspiring. Proficient in relevant IT packages including Microsoft Word and databases. Good communication skills, both written and oral.	Full UK driving licence and access to a car Experience of Salesforce database Excellent writing skills – able to produce creative content for marketing purposes

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	Able to complete and maintain records.	
Qualities	Passionate about Genesis and its mission. Enthusiasm, innovation and energy to encourage others, both within the organisation and outside. Confident and willing to build relationships with key individuals. Accuracy and good attention to detail. Empathy with and understanding of Genesis Trust's Christian ethos. Good team player capable of using initiative, tact and discretion. An enthusiasm for our work with disadvantaged and homeless adults. Out of hours working, travel and attendance at appropriate events when required. Passionate about helping people. Willing to work flexibly to meet the needs of the charity. Self-motivated, energetic and able to prioritise. Interested in learning.	

Job Description agreed:

Post holder's signature:

Name:

Line manager's signature:

Name:

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Date:

Aug 2026

END.