

JOB PROFILE: STRATEGIC PARTNERSHIPS MANAGER

Role:	Strategic Partnerships Manager	Date profile last reviewed:	December 2023
Name:		Reports to:	Head of Strategic Partnerships

MAIN SUMMARY OF ROLE:

To meet fundraising goals through investigating, securing, developing and maintaining corporate partnerships.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Meets fundraising goals by developing and maintaining corporate partnerships.
- Supports the Head of Strategic Partnerships to deliver the team's business plan.
- Supports the Head of Strategic Partnerships in the accurate reporting of budgets and income.
- Line management responsibility for one Strategic Partnerships Executive.
- Establishes good relationships with internal and external stakeholders, eg. fundraising colleagues, service delivery colleagues, potential and existing corporate partners at various levels of seniority.
- Gains clear agreement and commitment to supporting the Fund from new corporate partners through persuading, convincing and negotiating.
- Works closely with colleagues to support identification, qualification, prioritisation and research of corporate prospects.
- Monitors and evaluates the success of new business activity in order to produce a monthly dashboard report, including progress against financial targets and partnership objectives.
- Focused on delivering corporate partner expectations and providing high quality relationship management to existing corporate partners.
- Maintains and updates the corporate prospects pipeline.
- Researches proactively maps and makes tactical and timely approaches to potential partners, identifying and targeting companies that offer potential for long term, high value strategic partnerships.
- Prepares and submits effective written proposals and delivers compelling pitches and presentations for potential new prospect funders in order to win new business.
- Represents the charity at external events as appropriate.
- Works with the Fund's communications teams to promote key successes internally and externally.
- Prepares the detail of any new business contracts and adhere to charity law and tax/VAT regulations as required.
- Ensures the effective management of corporate supporters' information and data on CARE.
- Carry out any other duties within the scope of the job as requested by the Head of Strategic Partnerships.

COMPETENCIES REQUIRED FOR THE ROLE

Essential	Desirable
<ul style="list-style-type: none"> • Writing and reporting • Entrepreneurial and commercial thinking • Persuading and influencing • Delivering results and meeting customer expectations 	<ul style="list-style-type: none"> • Learning and researching • Creating and innovating • Achieving personal work goals and objectives • Analysing • Planning and Organising

<ul style="list-style-type: none"> • Relating and networking • Working with people • Presenting and communicating information 	<ul style="list-style-type: none"> • Coping with pressure and setbacks
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
Academic or Professional Qualifications (or equivalent):	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Literate and numerate with a good standard of education 	<ul style="list-style-type: none"> • Fundraising qualification
Knowledge/ Experience:	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Experience of working with and securing new business income from corporates • Experience of a range of corporate fundraising activity including employee fundraising, CRM, sponsorship, corporate foundations and strategic partnerships. • Budgeting and financial management 	<ul style="list-style-type: none"> • Familiar with Fundraising Regulator Code of Fundraising Practice • Experience or understanding of other fundraising activities such as major donor and events • Computer and IT literate, including familiarity with MS Office and fundraising databases, eg. CARE or other similar CRM database.
Skills/Abilities:	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Excellent interpersonal & relationship skills • Works in a consultative and team-focused manner • Ability to produce clear and persuasive fundraising proposals and presentations • Excellent negotiation and influencing skills • Energetic and enthusiastic • Strong organisational & prioritisation skills • Accepts and tackles challenging goals with enthusiasm 	<ul style="list-style-type: none"> • Meticulous attention to detail • Ability to use own initiative and analytical skills to problem-solve • Line management experience
Other Requirements:	
<ul style="list-style-type: none"> • Willingness to work flexible hours, outside of traditional office hours. • Able to work extended hours or weekends as required and travel to other UK locations, RAF Stations, sporting and other networking events • Carry out any other duties within the scope of the job as requested by the Head of Strategic Partnerships. 	

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: