

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

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

## 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: