

Job description

SECTION A – GENERAL INFORMATION	
Job Title	Senior Corporate Partnerships Manager
Salary	£38,000-£43,000
Department/Function	Generate new business; build and sustain valuable partnerships
Location	Camden, London
Duration (If Applicable)	Permanent
Working Arrangements	Full time
Responsible for:	Corporate Fundraising strategy and income
Accountable To:	Director of Fundraising, Marketing & Communications
Accountable for:	Corporate Partnerships Manager
Work Closely with:	Crew (committee members), Trustees and Volunteers, staff teams both at Head Office and across the UK

SECTION B – ROLE

Summary of Role

Variety, the Children’s Charity, seeks an enthusiastic individual with extensive experience in corporate fundraising to lead a small team in growing the corporate portfolio.

This post takes a lead role in generating high-value corporate partnerships across a variety of fundraising mechanisms. It is a proactive role which includes raising Variety’s profile and identifying and networking with potential supporters. The successful candidate will create a corporate partnerships strategy, proactively build a new business pipeline, and maximise existing corporate support.

We are looking for an experienced, committed and versatile professional with a passion for corporate fundraising including making the ask, networking and working with Variety’s Board of Trustees and committees in order to deliver and manage substantial growth from this income stream.

Areas of Responsibility

(This section is divided into Core Functions and Specific Functions).

Note: Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role develops.

Development

- Develop and deliver a corporate fundraising strategy in collaboration with and with support from the Director of Fundraising, Marketing & Communications to improve income, develop effective pipelines and ensure Variety achieves its annual target;
- To maximise growth opportunities for current partnerships and event sponsors;
- To research, identify and develop potential new supporters likely to become a corporate partner, event sponsor or major donor;
- To liaise and work with the Trustees and committee members at Variety’s events to deliver new potential corporate partners;
- To coordinate a cross function approach, working with colleagues across the fundraising streams and national branches, to identify and develop corporate partnerships and sponsorships;

Account Management

- Lead the existing portfolio of corporate relationships, ensuring corporate supporters are stewarded appropriately, resulting in a profitable long term partnership;
- Provide excellent account management to maximise income across the team (events, challenge events, individual giving),

	<p>delivering bespoke stewardship plans for our key corporate supporters;</p> <ul style="list-style-type: none">• Prioritise and manage the return on investment across our partnerships;• Mentor and line-manage the Corporate Partnerships Manager to grow and steward their accounts, setting targets for them to deliver on;• Develop a portfolio of assets including pitches, case studies and quotes, to use in future proposals and across the team;• To achieve a good balance of restricted and unrestricted income; <p><i>General</i></p> <ul style="list-style-type: none">• To manage and deliver the corporate fundraising income and expenditure budget;• Manage financial reporting, forecasting and evaluation;• Act as an ambassador for Variety, representing the Charity at external events and undertake public speaking as required;• Maintain the database and ensure all corporate supporter records are up to date and that relationships are recorded appropriately.
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Person Specification

SECTION C – PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Experience and Qualifications:

- Significant and proven experience of managing a variety of successful fundraising programmes, specifically corporate fundraising;
- Proven experience of delivering a five figure income partnership;
- Experience of managing and motivating people and teams and to effectively delegate tasks;
- Proven track record of managing successful face to face negotiations to win business and solicit high value personal donations;
- Proven experience of working to challenging targets within tight timeframes;
- Experience of using digital and social media for fundraising purposes;

Skills and Ability:

- Confident networker, able to build successful, mutually beneficial relationships;
- Confident presenter and successful negotiator, able to successfully close a deal or make an ask, tailoring the message for different audiences;
- Ability and confidence to lead effective meetings to include both internal and external stakeholders;
- Excellent written and verbal communication skills at all levels, including: experience of developing and writing fundraising propositions; delivering strong, emotive and accurate copy; creating and delivering effective presentations;
- Sound knowledge of charity accounting practices and the analysis and reporting of accurate financial data;
- Proven experience of developing and managing plans and budgets and reporting on ROI;
- Proven experience of managing people;
- Well organised, with strong attention to detail;
- Experienced user of CRM database systems and up to date understanding of data protection;
- Proficient in using MS Word, Excel, and PowerPoint.

People Skills:

- Confident networker, influencer and motivator;
- Strong and inspirational team leader and effective team player, able to work collaboratively with others to build productive relationships with colleagues both internally and externally;
- Effective manager of donor/client relationships;

	<ul style="list-style-type: none"> • Self motivated; able to systematically plan and organise own work to meet objectives and ensure successful delivery; • Ability to take personal responsibility for delivering results and objectives, and overcoming external and internal challenges. <p><i>'It is the responsibility of employees to apply Variety's Equal opportunities Policy and the Health & Safety policy in their own area of responsibility and in their general conduct.'</i></p> <p><i>'You may, with reasonable notice, be required to work at any of Variety's sites.'</i></p>
<p>Desirable Knowledge, Skills and Experience</p>	<ul style="list-style-type: none"> • Proven track record of securing income from a broad funding mix; • Educated to Degree level or equivalent; • Relevant qualifications in Fundraising • Membership of a professional body

Variety, the Children's Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex marital status, sexual orientation, gender reassignment, age or disability. We will apply employment policies that are fair, equitable and consistent with the skills and abilities of our employees and the Charity. It is the responsibility of employees to apply Variety's Equal opportunities Policy in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety's major events and will be expected to work together with the Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.