

**Job Description:**

<b>Job Title:</b>	Head of Corporate Partnerships
<b>Service:</b>	External Engagement
<b>Salary:</b>	Grade 5
<b>Hours:</b>	Full Time (37 hours a week), Permanent contract
<b>Location:</b>	London - Family Action Head Office or Home-based
<b>Responsible to:</b>	Deputy Director of External Engagement.

**Summary of Job:**

Family Action has an exciting corporate partnership programme which has expanded considerably in the past five years. This strategic role is responsible for continuing and accelerating this growth trajectory, managing a growing team and multiple six and seven figure partnerships as well as driving new partnerships. Existing partners are diverse and include Barclays, NewDay and the Poundland Foundation.

Family Action is currently in the process of a comprehensive brand review, we have recently launched a new five-year strategy and will soon have a new website. It's a great time to join the team and make your mark.

The Head of Corporate Partnerships will be expected to devise and drive forward a range of initiatives to grow unrestricted and restricted income with a small team and working in collaboration with colleagues from across the organisation.

You will be values-driven, target focused, pragmatic and enjoy the challenges of working within an excellent and busy team and a highly dynamic organisation.

The excellent and high performing team comprises three Corporate Partnerships Managers and a Fundraising Officer.

**Key Tasks and Responsibilities:****Income Generation: new business**

1. Leading the team in planning new business activity, drawing on business need, organisation strategy, sector trends, meeting agreed annual income targets.
2. Leading new business activity, ensuring that we are identifying and proactively approaching new business opportunities and identifying propositions from within Family Action's broad work that will be most likely to attract corporate support.



3. Taking a leading role in the development of existing and new services that appeal to corporate audiences. To include budgeting, service modelling, feasibility analysis and working with colleagues from operations, finance, business development, HR, legal etc.

**Income generation:** account management

4. Overseeing account management of all corporate partnerships with skill and diligence. Leading the team in maximising the impact of partnerships through outstanding relationship management. Bringing in expertise where necessary from across the organisation to deliver partnerships working that is excellent and sector leading.
5. Maximising the value of partnerships in financial terms and in alignment with annual income targets, but also in added value, including PR, volunteering, gift in kind and brand awareness.
6. Engaging senior leader and executive group members in our leading partnerships, building multi-stakeholder relationships.
7. Overseeing the development of our corporate volunteering programme.
8. Providing management oversight of our small fundraising events and community fundraising programme.

**Leadership**

9. Strategic planning of corporate partnership activities, balancing short and long term aims and seeking sustainable growth.
10. Full budgeting responsibility for corporate fundraising and our community/ fundraising events programme. To include annual budgeting process and monitoring via Management Accounts
11. Embedding corporate partnerships in strategic development of the organization, promoting and advocating for current and prospective partners in strategic discussions at Family Action. Integrating and aligning corporate partnerships activity with wider organisational priorities, to include Social Value, and directorate campaigns, to include our annual Christmas campaign.
12. Proactive and supportive line management of the corporate partnerships team, which currently comprises 3 x Corporate Partnerships Managers, 1 x Fundraising Officer and the Toy Appeal Temporary Assistant (from August to December). To include a focus on their development and training, collaboration with wider DDEA team.
13. Leading on corporate due diligence processes, highlighting and managing risk in a consistent and balanced manner and maintaining records of decision making.
14. An understanding of charity law and fundraising best practice, particularly around issues including VAT and commercial participation. Working with our legal team, ensuring corporate partnerships are covered by the necessary and appropriate contracts and



agreements.

15. Actively take part in Family Action's formal appraisal and supervision processes and be responsive to critical challenge, advice, feedback and direction as part of a process of continuous improvement. Take responsibility for your own professional development, identifying and attending training which will support growth in the role.
16. Be able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
  - a) Being people focused
  - b) Reflecting a 'can do' approach
  - c) Striving for excellence in everything we do
  - d) Having mutual respect for everyone we work with, work for and support through our services
17. Implement Family Action's Equality & Diversity Policy and Ethical Fundraising Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, partners, service users and other members of the community.
18. Comply with Family Action's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety and welfare.
19. Work flexibly as may be required by the needs of the department and carry out any other reasonable duties as required.

### **Person Specification**

1. A proven fundraising leader with a minimum of five years of corporate partnerships work
2. An in-depth understanding of and experience of working on commercial corporate partnerships including sponsorship, cause marketing and licensing.
3. An understanding and experience of a diverse range of fundraising techniques in a corporate and, ideally, community environment.
4. Extensive account management experience, ideally across a range of sectors and including securing and leading management of multiple six and seven figure partnerships
5. Demonstrable experience of successful new business work, securing six and/or seven figure opportunities.
6. Experience of line management and/or the development of fundraising colleagues.
7. Excellent verbal communication and networking skills, confident speaking formally and informally to a range of audiences whether it be an impromptu phone call or a structured new business pitch



8. High quality and professional proposal and report writing and editing skills. Able to turnaround proposals at short notice, to an exceptional quality.
9. Excellent organisational skills, as well as excellent IT skills, including experience of CRM databases (we use Salesforce).
10. Strong negotiation skills, internally and externally. With a track record of carrying through discussions with partners from early negotiation through to the close of deals, including negotiation on legal and financial terms.
11. A commitment to social justice and a passion for helping families to thrive.
12. A team player with broad knowledge of fundraising and the interplay between corporate partnerships and the other fundraising and marcomms disciplines.
13. A commitment to Family Action's Equality & Diversity Policy and Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, partners, service users and other members of the community.
14. Ability to work outside of regular business hours and to be flexible to meet the needs of the organisation.
15. Ability to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
  - a) Being people focused
  - b) Reflecting a 'can do' approach
  - c) Striving for excellence in everything we do
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