



ID 1254 - JOB DESCRIPTION

Job title: Corporate Partnerships Manager

Department: External Engagement

Salary: Grade 3 (upper), point 24–28

Hours: 37 hours per week (full-time) or part-time considered (no less than 28 hours per week)

Location: Hybrid - Head Office, London or Homebased.

Please note that a key corporate account is London based, so the post holder can be homebased but should be able to travel to London when required (likely to be at least twice a month).

Reports to: Head of Corporate Partnerships

Summary of job:

We are seeking an experienced fundraiser to contribute to the development of our corporate partnerships work, by managing some of our most important partnerships.

As a major part of a broad income diversification strategy, Corporate Partnerships are increasingly important at Family Action. We have secured the support of several high-profile six and seven figure partnerships including NewDay, Barclays and Poundland Foundation.

We are looking to expand our staff resource to ensure that we maximise our opportunities and provide first-rate account management service to our partners.

We need someone able to think strategically whilst also getting stuck in with the delivery. We're looking for someone who can lead on the management of some of our key partnerships and support with generating new partnerships.

You will be a team worker, comfortable working collaboratively, capable of inspiring and supporting others to deliver the very best experience to our partners.

You will be passionate about our work with excellent internal relationship management and communication skills to influence stakeholders at all levels, as well as well-honed external networking abilities.

You will therefore be an experienced, flexible, and creative fundraiser, with a track record of meeting financial targets, and comfortable with a varied workload.

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

Principle accountabilities:

1. Provide day to day relationship management for a portfolio of key partnerships, including Barclays



2. Assess and create growth opportunities for partnerships, maximising income and delivering on our overall charitable strategy and objectives.
3. Work with colleagues across directorates to ensure that partnerships deliver tangible impact and that partners have the resources to enable them to communicate benefits to employees, customers, and other stakeholders.
4. Achieve or exceed agreed income targets, and monitoring financial performance – income and expenditure across the year
5. Responsible for developing, implementing and monitoring key account management plans - working collaboratively with internal stakeholders (including senior leadership, brand, digital and service delivery teams as appropriate).
6. Delivering excellent customer service to corporate account contacts – keeping in mind their needs, thinking ahead for solutions, responding to requests and working closely with them to develop the partnerships for best mutual benefit
7. Communicating clearly with partners – tailoring your approach to reports, presentations or other communications to meet partner needs.
8. Proactively seek opportunities to grow our existing partnerships, maximising income and engagement
9. Proactively contribute to the development of Family Action’s corporate volunteering offer.
10. To represent Family Action in external meetings, driving forward our strategic objectives and clearly communicating our work
11. Contribute to new business discussions, developments and approaches as appropriate. Manage Family Action’s small challenge event programme – including identifying the best events, engaging with our participants (mainly from our corporate partners) and maximising return on investment
12. Active involvement in the development and use of the CRM system (Salesforce) and responsible for ensuring that we are keeping accurate records of corporate partnerships – both engagement and income
13. Working closely with marketing and communications colleagues to ensure that our corporate partners are at the heart of any developments in brand communications and messaging.
14. Fundraising Compliance: ensuring all of your activity complies with the Fundraising Regulator and Family Action’s Ethical Fundraising Policy. Keeping abreast of developments in regulation and good practise in corporate fundraising.
15. Deputise for Head of Corporate Partnerships when required.
16. Participate in organisational meetings as required



17. Ensure you have an understanding (appropriate to your role) of, and comply with Family Action's procedures for, promoting and safeguarding the welfare of children and vulnerable adults.
18. Comply with Family Action's Diversity & Equality Policy and Ethical Policy in every aspect of work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
19. Comply with Family Action's Health and Safety Policy, Data Protection Policy and protect your own and others' health, safety and welfare.
20. Work flexibly as may be required by the needs of the department and carry out any other reasonable duties as required.
21. Complete agreed training appropriate to your experience and role.

Person Specification

1. Demonstrable experience in fundraising; experienced in working on corporate partnerships or equivalent account management experience in a similar field.
2. Solid understanding and experience of delivering excellent customer/partner experience (internally and externally)
3. Awareness of the motivations driving corporate/charity partnerships and how to respond to them.
4. Excellent written presentation skills - adept at analysing data and presenting information in a clear and engaging manner, appropriate to the audience.
5. Strong oral communications skills, comfortable talking to partnership stakeholders of all levels and able to tailor communication to the audience.
6. Experience of working in a team and managing work in pressurised situations without sacrificing quality of work, attention to detail or courtesy. The ability to organise workload and meet competing priorities.
7. Ability to manage budgets in line with an annual planning process and to monitor budgets on a monthly basis and to forecast accurately. Able to work in a solutions focused, creative way within limited budgets.
8. Experienced in the use of CRM systems, (we use Salesforce), for reporting and monitoring fundraising performance and for planning and an understanding and passion for the need for excellent data management and analysis in fundraising.
9. Strong interpersonal skills; proactive, positive and creative attitude to problem solving and the ability to manage internal and external stakeholder relationships.
10. Strong organisational and administrative skills including IT (Microsoft Office, Google documents etc)



11. Ability to work outside of office hours and country-wide travel on occasion
12. A commitment to equal opportunities and diversity and equality.
13. Respect and reflect 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