

Job Description

Job Title	Corporate Partnerships Manager (Business Development)
Hours	Full Time – 35 hours per week (Flexibility may be offered for an excellent candidate)
Reports to	Head of Corporate Partnerships
Responsible for	No direct reports currently

Main purpose and scope of the role:

To identify and pursue new corporate partnership opportunities which will generate funds to support Parentkind's mission and organisational strategy. Work closely with the Head of Corporate Partnerships to build and maintain the new business pipeline, growing a sustainable corporate partnerships income stream for the charity. Secure a range of partnerships (including COTY, corporate grants, sponsorship, commercial and strategic relationships) with regional and national businesses with the capacity to support at a 5, 6 and 7-figure level. Cultivate prospects and develop compelling proposals and applications tailored to each organisation's goals, identifying opportunities to deliver meaningful benefits for partners.

To work with the Head of Corporate Partnerships, Director of Fundraising and other key internal stakeholders to support the delivery of organisational strategy and enable the growth and development of Parentkind and our work. Contribute significantly to income growth for Parentkind:

- Raising funds at a national level to provide a new grant funding programme for PTAs covering approximately four key areas that PTAs raise funds for at a local level.
- Raising funds to support wider charity outcomes including:
 - o Providing a PTA start-up programme.
 - o Providing place-based teams in different parts of the UK .
 - o Delivering guides and services to enable parents to support their children through key educational transitions and challenges.
- Harnessing the opportunities Corporate Partnerships present to deliver non-financial support e.g. growing our audience and brand profile, reaching more potential service users and providing a platform for parents' voices to be heard and parental participation in education to be championed.

Duties and key responsibilities:

Under the guidance of the Head of Corporate Partnerships

1. Business Development and Fundraising:
 - Identify and research appropriate corporate partners who are likely to support the work of Parentkind – building and managing a robust new business pipeline to deliver year on year growth in corporate partnerships income
 - Proactively plan and drive tactical and timely approaches to potential partners
 - Produce high quality proposals, applications and pitches to secure financial support from corporate partners

- Respond promptly and effectively to any new business leads, delivering excellent customer service and relationship management from a potential partner's first interaction with the charity
- Contribute to the development and maintenance of key resources to support our fundraising activity, including marketing materials, templates, case for support, programme budgets and information
- Contribute to developing and maintaining a high-quality range of products and materials which will effectively engage with businesses and demonstrate the value Parentkind can bring to our corporate partners
- Contribute to the Membership Team's fundraising support offer for PTA members – developing and maintaining appropriate guidance and resources to support PTA members to raise more at a local level

2. Relationship Management:

- Cultivate relationships with prospects, developing tailored engagement strategies which increase their understanding of and investment in our mission. Keep key contacts informed about areas of our work relevant to their business
- Provide account management support for some partners where required.
- Negotiate partnership agreements with new corporate supporters - ensure partnerships are clearly defined, objectives mutually-understood and appropriate contracts are in place
- Effectively utilise the networks of the wider organisation to develop and maintain relationships with potential partners – work with the Head of Corporate Partnerships to undertake network mapping, identify links to target organisations and appropriately engage key stakeholders to secure introductions, referrals and nominations
- Represent Parentkind at events and networking opportunities.
- Establish and maintain positive relationships across the organisation and an in-depth understanding of the charity's needs and priorities, ensuring your fundraising activity contributes positively and that partnership proposals have internal buy-in

3. Managing systems:

- Maintain accurate and up-to-date records on Parentkind's CRM
- Contribute to regular monitoring and reporting on corporate partnerships activity
- Maintain and communicate accurate and informative records of corporate business development activity to inform future planning, strategy and prospecting activity
- Work within agreed finance processes to ensure all new business income is accurately coded, allocated and spent
- Contribute to the ongoing development of effective processes and systems to manage corporate fundraising activity efficiently and successfully

General Responsibilities

- To ensure Data Protection procedures are followed at all times.

- To keep abreast of relevant issues, educational policy and legislation affecting our key audiences
- To be flexible within the remit of the post.
- To undertake other duties as reasonably requested by the Head of Corporate Partnerships, Director of Fundraising or Chief Executive.
- To contribute to Fundraising Department planning, reporting and involvement in cross-team projects.
- To be resourceful.
- To attend and participate in Parentkind's performance, development and training programmes.
- To abide by organisational policies, codes of conduct and practices.
- To be responsible for the health, safety, welfare of self, other members of staff and visitors.

This job description may be amended from time to time and does not form part of the Employment contract.

Person Specification

Job Title: Corporate Partnerships Manager (Business Development)

We are a 'remote-first' organisation and as such this role will be fully remote, with travel to meetings as required.

You will be expected to demonstrate the following: new

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience in a business development or sales role • Demonstrable experience in developing mutually beneficial partnerships • Track record of meeting and exceeding financial targets • Experience of working with Salesforce or a similar CRM system 	<ul style="list-style-type: none"> • Experience working within a corporate partnerships or relationship fundraising team • Experience in working with organisations focused on children and young people, family support, education, or community development • Experience of negotiating partnership agreements
Skills	<ul style="list-style-type: none"> • Excellent interpersonal skills, with the ability to build and maintain positive relationships with diverse internal and external stakeholders at all levels • Excellent written communication skills with strong attention to detail and the ability to produce high quality applications, proposals and presentations • Strong presentation and public speaking skills • Strong negotiation and influencing skills • Ability to prioritise, manage a varied workload, work calmly under pressure and meet deadlines • Strategic thinking and commercial understanding - ability to identify how corporate partnerships can contribute to the charity's mission in diverse ways and meet the needs of partner organisations 	<ul style="list-style-type: none"> • Strong research skills – ability to identify and qualify appropriate prospects, generating informed plans, recommendations and briefings for senior colleagues

Qualifications	<ul style="list-style-type: none">• N/A	<ul style="list-style-type: none">• Membership or active involvement in professional fundraising associations or networks• Professional fundraising qualification
Other	<ul style="list-style-type: none">• Proactive, solution-focussed approach• Collaborative and flexible mindset• Results-driven, motivated by ambitious targets and impact for service users• Commitment to exceptional customer service and supporter experience• Creative and innovative• Commitment to own continued professional development• Able and prepared to work out of hours when reasonably required, with travel throughout the UK including occasional overnight stays (TOIL available).	