

Job Description

Job Title: Corporate Account Manager – Corporate Partnerships

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

Fundraising at Parentkind is in its early stages, but we have had huge success so far. The successful candidate will lead on the delivery of a one-of-a-kind partnership with a leading supermarket, a partnership with a high street fashion retailer, as well as relationships with Amazon and the Barratt Foundation.

Main purpose and scope of the role:

To manage and develop existing corporate partnerships that generate funds and deliver benefits that support Parentkind's mission and organisational strategy. Work closely with the Head of Corporate Partnerships to build and maintain strong relationships with a range of corporate partners, ensuring long-term engagement and growth in corporate partnerships income for the charity. Develop and deliver compelling engagement plans tailored to each organisation's goals, identifying opportunities to maximise benefits for Parentkind.

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:
- Providing a PTA start-up programme.
- Providing place-based teams in different parts of the UK.
- Delivering guides and services to enable parents to support their children through key educational transitions and challenges.
- Supporting our Policy and Research Team to enable local and national government to make well informed decisions about policies, programmes and projects
- 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. Account Management and Fundraising:
 - Manage and develop relationships with existing corporate partners to ensure sustained and increased support for Parentkind.
 - Proactively plan and drive engagement strategies to deepen relationships with current partners.
 - Produce high-quality reports, updates, and engagement materials to maintain partners' interest and commitment.

- Respond promptly and effectively to any partner queries, delivering excellent customer service and relationship management.
 - 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.
 - Develop and fulfil robust stewardship plans, identifying opportunities for growth, stewarding partners to increased and continued support of our work.
 - Take a proactive approach to finding new business referral opportunities, developing creative propositions for partners, and bringing in additional income.
 - Efficiently manage budgets and closely monitor financials to maximize resources and financial performance across corporate accounts.
2. Relationship Management:
- Cultivate relationships with partners, 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.
 - Negotiate partnership renewals with existing corporate supporters - ensure partnerships have clearly defined objectives, mutually-understood goals, and appropriate contracts are in place.
 - 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 activities have internal buy-in.
3. Managing Systems:
- Maintain accurate and up-to-date records on Parentkind's CRM.
 - Ensure regular monitoring and reporting on corporate partnerships activity.
 - Maintain and communicate accurate and informative records of corporate relationship management activity to inform future planning, strategy, and prospecting activity.
 - Work within agreed finance processes to ensure all partnership 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.
4. 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, and 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 Account Manager

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:

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience in an account management role • Experience working within a corporate partnerships or relationship fundraising team • 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 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 impact reports 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 generate 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 	

	<ul style="list-style-type: none">• 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).	
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