

JOB DESCRIPTION

Location(s) AdviceUK
83 Victoria Street
London SW1H 0HW

Home-based with attendance at AdviceUK office in London and at meetings as required.

Job Title: Commercial Partnership Manager

Status: Fixed term for two years with potential to become permanent

Reporting to: Head of Membership and Services

Responsible for: n/a

Pay range: £42,000 to £47,000 full time equivalent
£33,600 to £37,600 actual salary

Working hours: 28 hours per week within normal operating hours. Normal operating hours are 8.00am - 6.30pm, Monday – Friday. Lunch and other breaks are unpaid.

Special conditions: Some evening and weekend work may be required for which time off in lieu (TOIL) will be granted. Some travel will be required which may entail some overnight stays.

JOB PURPOSE

The postholder is responsible for securing, managing, and growing commercial partnerships with organisations that support AdviceUK's mission, values and strategic priorities. These partnerships should significantly increase AdviceUK's commercial income, extend AdviceUK's reach, and achieve measurable social impact. The postholder will ensure that commercial partnerships both comply with relevant legal and regulatory requirements and contribute positively to AdviceUK's reputation and influence.

KEY TASKS AND RESPONSIBILITIES

1. Partnership development

- 1.1 Identify, research, and secure new commercial and corporate partnership opportunities aligned with AdviceUK's strategic and income generation priorities.
- 1.2 Develop compelling partnership propositions, including sponsorships, strategic alliances, product/service developments, cause-related marketing, corporate social responsibility, and other commercial collaborations.
- 1.3 Identify and develop new products and services that benefit members, grow income, and support member recruitment and retention.
- 1.4 Shape new products and services with user and sector insight, applying structured approaches to testing, evaluation and scaling. Ensure that pricing, return on investment and other financial modelling is completed to demonstrate how new products or services deliver agreed objectives.
- 1.5 Bring external market insight into AdviceUK's strategic planning and decision making, ensuring that commercial partnership propositions are clearly differentiated in the markets they are targeting.
- 1.6 Work with the Head of Membership and Services, other colleagues at AdviceUK, and AdviceUK's existing commercial partners to develop a commercial partnership strategy, business plan and pipeline.
- 1.7 Lead negotiations and contract discussions in partnership with the Head of Membership and Services, Finance and where relevant, AdviceUK commercial partners and subsidiaries.
- 1.8 Ensure all partnerships align with the charity's mission, values and ethical standards.
- 1.9 Carry out appropriate due diligence and risk assessments on commercial partners.

2. Partnership management and growth

- 2.1 Act as the primary relationship manager for AdviceUK's current commercial partners and subsidiaries to ensure they feel valued, informed, and engaged throughout the partnership lifecycle.
- 2.2 Maximise the value of established partnerships through renewals, extensions, upselling opportunities, and agreed new income generation activity. Support cross-team collaboration and knowledge sharing.
- 2.3 Identify opportunities for innovation and growth within AdviceUK's commercial partnerships portfolio.
- 2.4 Support the communication of impact to partners, including reporting on outcomes enabled by their support.
- 2.5 Represent AdviceUK at events, conferences and networks relevant to the commercial partnerships portfolio.

3. Income generation and performance

- 3.1 Ensure all partnerships deliver against agreed financial and non-financial objectives. Contribute to departmental budgeting and forecasting.
- 3.2 Monitor partnership performance and provide accurate reporting on partnership income, engagement, and impact.
- 3.3 Contribute to the ongoing review of existing commercial partnerships and service level agreements, making recommendations for change as required.

- 3.4 Share learning, insight, and good practice to continually improve commercial partnership approaches.
- 3.5 Ensure compliance with Charity Commission and Companies House guidance, relevant fundraising regulations, and internal governance policies.
- 3.6 Work closely with AdviceUK colleagues to deliver integrated partnership activities.

4. Data and evidence

- 4.1 Support the delivery of performance reports as required to evidence the extent to which commercial partnerships are achieving required KPIs.
- 4.2 Work with colleagues to ensure that partnership datasets are accurate, timely and support decision making.
- 4.3 Ensure any partnership activity that requires data sharing adheres to data protection and cybersecurity requirements.

5. General responsibilities

- 5.1 Ensure you effectively communicate AdviceUK's vision, mission and objectives to staff, members and external stakeholders.
- 5.2 Ensure you demonstrate AdviceUK's values and behaviours in all aspects of your work.
- 5.3 Build and maintain positive relationships with key stakeholders including staff, trustees, members, partners and suppliers.
- 5.4 With support from your manager, deliver your agreed personal objectives and undertake any agreed development or training.
- 5.5 Maintain a strong understanding of our members and the advice sector more generally, by reading internal reports; accessing relevant data reports; following our social media channels; and, where possible, attending member and other relevant events. With the agreement of your line manager, ensure you make time to speak to members and visit their services.
- 5.6 Adhere at all times to AdviceUK's policies and procedures.
- 5.7 Carry out any reasonable duties compatible with the post assigned by the Head of Membership and Services.

PERSON SPECIFICATION

Commercial Partnership Manager

Set out below is the minimum level of experience, knowledge, values and behaviours we are seeking in the successful candidate. When applying you will need to show how you meet these criteria by providing relevant evidence or examples from education and training, paid or unpaid work experience, and other personal experiences. How each criterion is marked and at what stage is set out below.

A = By Application I = By Interview P = By Test or Presentation

CRITERIA	ASSESSMENT		
	A	I	P
Experience			
At least 2 years of experience in developing and managing commercial /corporate partnerships, ideally within an organisation of similar size and complexity.	X	X	
Identification and development of new products and services that grow income and support customer growth and retention.	X	X	
Experience of producing business plans and partnership proposals, supported by robust cost-benefit analyses.	X	X	X
Strong relationship-building and negotiation skills, with experience of working with senior stakeholders.	X	X	
Demonstrable experience of setting and delivering realistic income targets.	X	X	X
Experience of using CRMs and data reporting to manage partnerships and demonstrate impact.	X	X	
Skills and Abilities			
Ability to apply knowledge to new challenges and situations; ability to devise solutions to challenges encountered.		X	X
Ability to build and maintain strong working relationships with peers, managers, partners and suppliers.	X	X	
Strong analytical thinking and decision-making skills, with ability to translate data and evidence into actionable insights to inform decision-making.	X	X	
Ability to prioritise between competing concerns and demands, and ability to manage conflicts and risks.	X	X	
Strong communication skills, both written and verbal.	X	X	X
Effective interpersonal skills, with the ability to work with diverse stakeholders and communities.	X	X	
Ability to use a range of digital tools, including the use of CRMs and Microsoft applications to undertake complex tasks. Ability to adapt to	X		

new technologies and ways of working.			
Knowledge and qualifications (where relevant)			
Knowledge of governance, ethics and due diligence processes.	X	X	
Knowledge of the voluntary sector and/or membership bodies.	X	X	
Values and behaviours			
Commitment to social justice, equality, diversity and inclusion.	X	X	
Commitment to AdviceUK's values and behaviours.	X	X	
Self-motivated, self-disciplined, hard-working and resilient with an appetite for personal responsibility.	X	X	
Flexible and able to adapt personal approach to engage with others to achieve objectives.	X	X	
Personal awareness of strengths and limitations; willingness to undertake training and development activities.	X	X	
Commitment to high standards of work and personal conduct	X	X	