Job description

Job title: Corporate Partnerships Manager

Team: Fundraising

Responsible to: Head of Development

Responsible for: No direct reports

Working base: Avon Wildlife Trust HQ, 17 Great George Street, Bristol BS1 5QT with all Avon Wildlife Trust owned or managed sites.

Overall purpose of job

To research, develop, and manage high-value corporate partnerships to generate sustainable income, deepen corporate engagement, and support the Trust's purpose to secure nature's recovery across Avon.

The role focuses on delivering clear partnership products, long-term relationships, and tailored solutions that meet business needs while delivering income for the Trust and measurable conservation impact.

Main responsibilities

- Develop and grow the Trust's corporate fundraising programmes in line with organisational strategies and targets to increase impact through income generation and pro-bono support.
- Secure, manage, and grow corporate partnerships through a portfolio of products such as:
    - Tailored Corporate Partnerships linking business priorities to impact for nature and people
    - Workdays and away days
    - Social Value offers
    - Commercial Participator Arrangements
- Identify, cultivate and steward long term relationships with corporate partners, ensuring strong retention and renewal through high-quality account management.
- Develop compelling proposals, pitches, impact reporting and organise events to deepen engagement.
- Build and manage client relationships across public and private sectors, securing new business.
- Monitor performance, income targets, and impact of corporate partnerships.
- Work closely with CEO and Head of Development to plan and develop corporate relationships.
- Collaborate with fundraising, communications, and programme team colleagues to develop proposals and deliver partnership benefits.
- Support colleagues across the Trust on all business engagement and corporate fundraising enquiries, ensuring leads are added to our pipeline and progressed.

- Assist with the development of our consultancy offering by identifying market opportunities linked to the needs of corporates and businesses and contribute to service design.
- Support colleagues to cross-sell and promote the Trust's nature-based solutions and green finance initiatives.
- Act as the first point of contact for the Royal Society of Wildlife Trusts (RSWT) on all corporate engagement and fundraising initiatives.
- Represent the Trust at meetings, events, and networking opportunities.

Job specification

Management and Supervision

- Task manage Fundraising Officer.
- Coordinate cross-functional input from internal teams, associates, and partner organisations.
- Oversee relationships with external agencies, suppliers and partners.
- Establish and maintain effective systems for project planning, delivery, and quality assurance.

Accountability and Resources

- Accountable for delivering agreed corporate partnership income.
- Manage budgets, pricing structures, and financial forecasting to ensure profitability.
- Oversee contractual arrangements with clients and partners, ensuring compliance with legal, financial, and organisational requirements.
- Ensure accurate record keeping, reporting, and compliance with relevant legislation and best practice, including GDPR, the Fundraising Regulator's Code of Fundraising Practice and the Trust's fundraising policies.

Job Impact

- Secures sustainable corporate partnership income and contributes to the development of consultancy revenue.
- Supports delivery of nature recovery outcomes by securing sustained corporate partnerships.
- Builds long-term partnerships that enhance the Trust's profile and influence with the business community.
- Play an active role in the team's wider work and championing fundraising across the Trust.

Independence and Judgement

- Works independently to plan and manage corporate partnership activity within agreed strategy.
- Exercises judgement in prospect selection, negotiation, pricing, and risk management.
- Develops accurate and well written proposals and pitches that both suit the needs of corporates but also align with Avon Wildlife Trust's strategy.
- Opportunistic in pursuing business opportunities in line with our values and strategy.
- Implements the Trust's due diligence process and gift acceptance policy to assess the suitability of new and existing corporate partnerships.
- Escalates complex or sensitive issues appropriately while maintaining day-to-day operational independence.

People and Contacts

- Develops and maintains strong relationships with a wide range of stakeholders including corporate partners, developers, landowners, local authorities, and VCSEs.
- Works closely with fundraising, communications, finance, and programme colleagues.
- Promotes a positive culture of collaboration, sharing and learning.
- Engages with volunteers, suppliers, and stakeholders involved in corporate activity.
- Negotiates contracts, manages client expectations, and handles sensitive or complex stakeholder interactions.
- Acts as a key external representative of the Wildlife Trust in professional settings.

Creativity and Innovation

- Develops partnership ideas and engagement opportunities.
- Innovation in service and product design, pricing models, and delivery methods to remain competitive, responding to market demand.
- Identifies new sectors, approaches, and income streams aligned with the Trust's objectives and values.
- Applies creative problem-solving to balance business demands with ecological integrity and organisational values.

Working conditions

- Generally office based, some regional travel will be expected.
- Optional hybrid working by prior agreement with your line manager.
- Occasional travel to other Avon Wildlife Trust sites within Avon.
- Occasional evening and weekend work as necessary (TOIL awarded).
- You will not be required to work outside of the UK.

Person specification

E = essential criteria. D = desirable criteria

Please note - we have robust safeguarding procedures in place. This post is subject to a successful DBS (Disclosure and Barring Service) check if applicable, and we will require two workplace references.

Experience

- Managing and growing corporate partnerships (E)
- Achieving income targets in a fundraising or sales environment (E)
- Account management, relationship management, and business development (E)
- Managing projects, including budgeting, delivery, and evaluation (E)
- Using CRM systems and reporting on fundraising performance (D)

Competence, knowledge and skills

- Knowledge of corporate fundraising vehicles, including partnerships; grants; cause-related marketing; social value; and gifts in kind and pro bono (E)
- Strong relationship-building, influencing and negotiation skills (E)
- Excellent written and verbal communication skills, including proposal writing and presentations (E)
- Ability to develop compelling tailored partnership propositions linked to organisational impact (E)
- Strong organisational skills and ability to manage multiple partnerships and priorities (E)
- Financial literacy, including budgeting, forecasting, and income tracking (E)
- Good digital and IT skills with experience of the full Microsoft suite and CRM databases (D)
- Strong business awareness with the ability to develop viable service offers and pricing models (D)
- Knowledge of data protection and fundraising regulations (D)

Personal qualities

- Confident, professional, and persuasive communicator (E)
- Proactive, target driven, and results focused (E)
- Collaborative and relationship orientated, with strong interpersonal skills (E)
- Business minded while aligned with the Trust's values and objectives. (E)
- Resilient and adaptable in a commercially driven and evolving environment, developing new offers and solutions as required (E)
- Interest in wildlife and nature conservation and supportive of the aims of the Wildlife Trusts. (D)
- Supportive of the Avon Wildlife Trust values (E)

Our values:

We're determined
Nature is facing huge challenges, but we have the skills, tenacity, and experience to help it recover and thrive.

We get things done
Nature's recovery takes bold and decisive action. Our ability to work locally and at a landscape scale enables us to make an immediate and effective impact.

We're collaborative
Nature connects us all. We work to bring like-minded people together, co-creating solutions that help nature and people flourish.