

# CORPORATE PARTNERSHIPS MANAGER

Application Information

July 2024



# Welcome

Hello prospective candidate! We are really pleased that you are interested in working with us here at The Lullaby Trust. Let us tell you more about our organisation.

It is a key time to be joining the charity as we continue to save babies' lives and support bereaved families. The charity has been hugely successful, but the work is far from done. The impact of the sudden death of a baby is wide and never goes away, as we know from the families that we support. This drives all our work, across each department. We are a close and friendly staff team who all share passionately in the charity's objectives, vision and values.

The Corporate Partnerships Manager is an integral role in the newly structured Income and Engagement team. Whoever takes on this role will have a huge amount of scope and opportunity to really get to grips with our corporate partnerships, helping The Lullaby Trust drive its income forward to support the continuation of its five year strategy.

**Jenny Ward**  
**Chief Executive**





# About us

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 3 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by 83%, saving the lives of more than 30,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families through our helpline and befriending scheme. Our work with the NHS to provide a Care of Next Infant Programme (CONI) offers a lifeline to bereaved families expecting a new baby.

At The Lullaby Trust, we provide an incredibly supportive working environment that embraces hybrid working, flexible hours, and individually tailored schedules. This empowers you to plan your work life according to your personal preferences and commitments, ensuring a fulfilling and balanced professional experience. If this interests you, we would love to hear from you!



# Our Values

## CARING

We care about all the people we support and always show compassion, warmth and understanding.

## REASSURING

We are supportive, clear, informative and non-judgemental

## TRUSTWORTHY

We have expert knowledge based on scientific evidence, data and experience

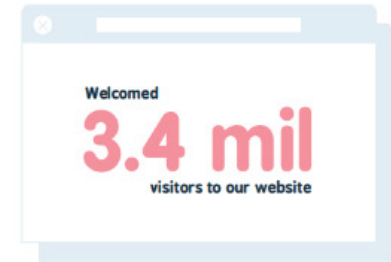
## DRIVEN

We won't stop until no baby dies suddenly and unexpectedly

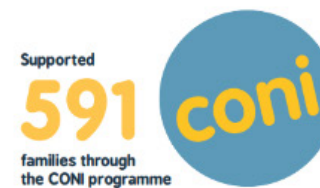


# Our Impact 2022-23

## OUR YEAR in numbers



**309**  
professionals contacted us  
for support on behalf of a  
family they are working with



Answered  
**2,916**  
safer sleep queries via  
our helpline and online  
channels



# The Role

<b>Post</b>	Corporate Partnerships Manager
<b>Location</b>	Hybrid (London office ~1-2 days per week)
<b>Department</b>	Fundraising
<b>Salary</b>	Up to £38,000 per year
<b>Hours</b>	Full-time, Part-time, Flexible (Minimum 28 hours per week)
<b>Responsible to</b>	Head of Income and Engagement
<b>Responsible for</b>	Senior Trusts and Foundations Officer
<b>Main function of job</b>	

The Corporate Partnerships Manager will be responsible for securing, developing and managing a portfolio of partnerships with corporates for The Lullaby Trust, to achieve growth in support, awareness and income. They will also line manage the Senior Trusts and Foundations Officer, supporting them in their role and reaching income targets.

The post holder will have excellent communication and relationship-building skills and will be able to operate and influence at a senior level. A key to achieving this will be embedding a deep understanding of The Lullaby Trust's impact.

## **The main functions of this role will be**

1. Corporate partnership account management
2. Securing new corporate partnership business
3. Line managing the Senior Trusts and Foundations Officer
4. Working with the wider team to deliver to income targets

# Main Duties & Responsibilities



## 1. Corporate Partnership Account Management

- Account manage a portfolio of corporate partnerships, e.g. charity of the year, company sponsorship, staff fundraising, etc, ensuring mutually agreed partnership journeys are clearly planned and well executed
- Provide excellent stewardship of all current relationships including marketing and fundraising initiatives throughout the year
- Work closely with the Digital Marketing Team to create innovative marketing plans for corporate partners to demonstrate ROI
- Produce reports and presentations including activities and reach to convey the impact of partnerships

## 2. Securing New Corporate Partnership Business

- To implement the corporate fundraising strategy
- Develop resources, pitch decks and communications to attract new partnerships
- Identify, research and approach a pipeline of potential corporate partners
- Confidently pitch and write proposals to potential corporate partners, tailoring style and approach according to their CSR priorities

## 3. Line Management of the Senior Trusts and Foundations Officer

- Support the Senior Trusts and Foundations Officer to thrive in their role and reach agreed income targets.

## 4. Working with the wider team to deliver income targets

- Work closely and collaboratively with the wider Income Generation and Support teams to deliver professional and on brand communications to partners
- Keep abreast of the work of the wider organisation
- Help organise events when required
- Contribute to general tasks when required

*Priorities for the year and key tasks are reviewed regularly. They are subject to updates in line with decisions made at The Lullaby Trust's strategic reviews, and funding requirements.*

# Person Specification

## Qualifications/education required:

- Commensurate experience in an applicable role

## Competencies required:

- Proven track record of securing four to six figure gifts
- Prior experience and proven track record in a similar role
- Experience of working to and commitment to achieving financial targets
- Commitment to the highest level of donor care
- Commitment to high standards in all areas of work
- Diplomacy, with a high level of enthusiasm
- Able to deal sensitively with bereaved parents who contribute to fundraising initiatives
- Ability to represent The Lullaby Trust at events and functions
- Strong influencing skills to secure new business
- Excellent time-management and project co-ordination skills
- Budget management skills

## Specialist training required:

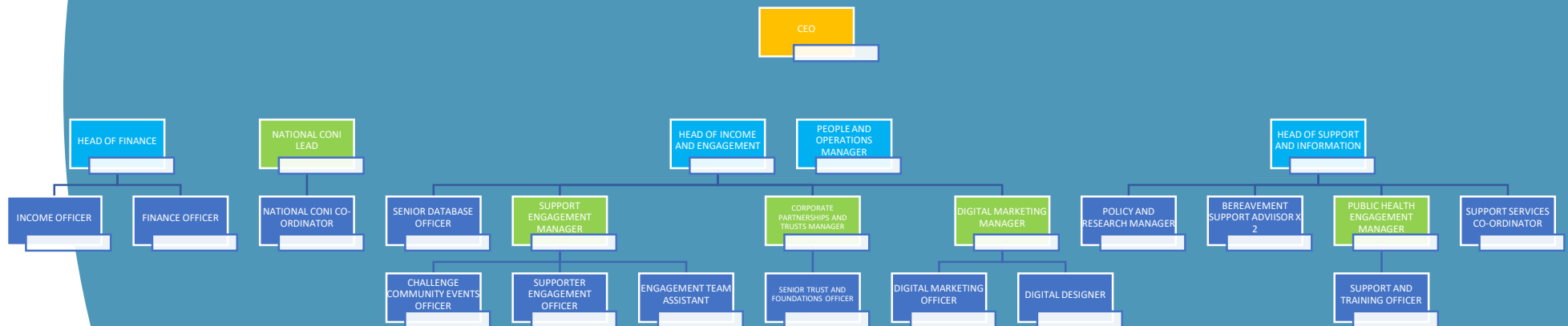
- Training will be provided on safer sleep advice and bereavement support issues.

## Personal characteristics required:

- Self-motivator
- Target driven
- Energetic with initiative and drive
- Friendly, determined, resourceful and professional
- Empathetic approach to the issue of sudden infant death
- Commitment to the organisation's strategic goal to reduce the rate of unexplained infant deaths and to support bereaved families



# Organisational Structure



# Key Benefits

- 25 days annual leave plus 8 days paid public holidays every year (pro rata for part time staff)
- Additional leave between Christmas and New Year when the office closes
- Flexible and remote working is available to all staff
- Enhanced company Maternity and Parental Leave
- Any member of Staff affected by loss of a close family member will be granted compassionate leave paid at their normal salary
- Ability to buy up to 5 extra days of holiday
- A company pension scheme with matched contributions of up to 5% after 3 months
- A healthcare cash plan free of charge to all staff, enabling staff to claim 100% of the costs of everyday healthcare up to annual limits
- 24/7 Employee Assistance Programme offers free, confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues
- Long service leave entitlement after 3 years of service
- Up to 1-year unpaid sabbatical leave after 5 years of service
- Free travel loan to work after successful probation
- Free eye-care vouchers after successful probation



# Removing bias during the recruitment process

- In line with our commitment and desire to build a diverse workplace we have put some processes in place to ensure a fair recruitment process.
- **The Application**
- If written format is not your preferred method of communication, we also offer the opportunity to apply via video recording instead. Simply send us a video recording of yourself answering the key questions on the application form via WhatsApp to 07310265249 and our recruitment team will type them up to maintain your anonymity.
- The recruitment process is blind. When you apply, your personal details are anonymised to avoid any unconscious bias and we use a standardized scoring system to ensure fair shortlisting of candidates for interview.
- Ask our recruitment team any questions or voice any concerns and the team will happily support you in overcoming any barriers that we may have missed.
- **The Interview**
- We will be as flexible as we can to ensure you can attend your interview. We send out any interview tasks you will be asked prior to your interview to give you time to prepare meaningful answers.
- We have a member of the team who is trained in Safer Recruitment on the panel for each interview to ensure a fair and safe process.
- We use a standardised scoring sheet for each interview with pre-agreed criteria based on the Candidate Pack and any tasks. At the end of the interview, each panel member gives their overall score and we take an average of these to reduce any risk of bias.

# To Apply

Please **CLICK HERE** to apply.

**Applications will close on Monday 29th July 2024 at 23:30**

**Early applications are encouraged as we will review applications throughout the advertising period, and reserve the right to close the advert early should we receive a sufficient number of applications.**

**Interviews may be held during the advertising period or shortly after the close date.**

**Please note interviews will be held over Microsoft Teams.**

**If you have any questions, or would like to discuss your application, please email the People and Operations Manager on [jennys@lullabytrust.org.uk](mailto:jennys@lullabytrust.org.uk)**

