

# ROLE & TEAM MEMBER PROFILE



ROLE SUMMARY	
<b>Role Title</b>	Corporate Partnerships Manager – New Business
<b>Reports To</b>	Charity Director
<b>Direct reports</b>	2
<b>Division</b>	Charity Division
<b>Team</b>	Fundraising
<b>Location</b>	Remote with 3 days in the office per month
ROLE PURPOSE	
<p>The Corporate Partnerships Manager will drive sustainable income growth through the acquisition of new corporate partners and account management of existing supporters.</p> <p>This role is heavily focused on proactive business development in collaboration with our stock donation team identifying, approaching and securing new corporate supporters through strategic prospecting, relationship building and compelling partnership proposals.</p> <p>The successful candidate will be an ambitious and target-driven fundraiser who is confident engaging senior stakeholders and passionate about delivering impactful partnerships that support disabled children and their families.</p>	
ROLE KEY ACCOUNTABILITIES	
<ul style="list-style-type: none"><li>• Develop and deliver a corporate new business strategy to secure significant income growth and aligned with our new organisation strategy.</li><li>• Identify, research and prioritise prospective corporate partners aligned with Newlife's mission and values.</li><li>• Build and manage a strong pipeline of prospects across sectors including retail, logistics, manufacturing, professional services and consumer brands.</li><li>• Generate new partnership opportunities through networking, outreach, referrals, events and LinkedIn engagement.</li><li>• Lead on preparing tailored pitches, proposals and presentations for prospective partners.</li><li>• Conduct face-to-face and virtual meetings with senior decision-makers including CSR, ESG, HR, marketing and executive teams.</li><li>• Work in collaboration across the organisation and most closely with our stock donation team.</li></ul> <p>Negotiate and secure partnerships including:</p> <ul style="list-style-type: none"><li>• Charity of the Year</li><li>• Strategic partnerships</li><li>• Cause-related marketing</li><li>• Employee fundraising</li><li>• Sponsorship</li><li>• Payroll giving</li><li>• Corporate volunteering</li><li>• Gifts in kind</li></ul>	

## Account Management & Partnership Growth

- Manage and develop a portfolio of corporate partners to maximise long-term value and retention.
- Deliver excellent stewardship and relationship management to ensure high levels of partner engagement and satisfaction.
- Create impactful partnership plans, reports and communications demonstrating measurable social impact.
- Identify opportunities to grow existing partnerships through multi-year agreements and cross-functional engagement.
- Internal Collaboration
- Work closely with Stock donation teams, Retail, Services, fundraising, and marketing communications, teams to develop compelling partnership opportunities and impact stories.
- Collaborate with communications colleagues on partnership campaigns, PR and promotional activity.
- Ensure all partnership activity is accurately recorded and monitored using CRM systems.
- Financial & Performance Management
- Deliver agreed income and KPI targets for corporate fundraising.
- Maintain accurate pipeline forecasting and reporting.
- Monitor ROI and ensure partnerships deliver strong value for the charity.

### TEAM MEMBER REQUIREMENTS

#### Essential Knowledge & Experience

- Proven experience in corporate fundraising, sales, business development or account management.
- Strong track record of securing new business and achieving income or revenue targets.
- Excellent relationship-building and influencing skills.
- Confident presenter with strong written proposal and pitch-writing abilities.
- Commercially aware with the ability to identify mutually beneficial partnership opportunities.
- Highly organised with strong pipeline and project management skills.
- Self-motivated, proactive and results-driven.
- Passionate about the work of Newlife and improving outcomes for disabled children.

#### Essential Key Skills and Competencies

- Strategic thinking
- Communication and influencing
- Negotiation
- Resilience and persistence
- Relationship management
- Commercial awareness
- Collaboration
- Initiative and creativity

<p><b>Desirable attributes:</b></p>	<ul style="list-style-type: none"> <li>• Empathy with Newlife’s purpose and all those working to deliver it.</li> <li>• Experience working within the charity sector.</li> <li>• Knowledge of CSR, ESG and corporate giving trends.</li> <li>• Experience using CRM databases such as Salesforce, Raiser’s Edge or Donorflex.</li> <li>• Existing network of corporate contacts.</li> </ul>
<p><b>KPI’s for this role:</b></p>	<ul style="list-style-type: none"> <li>• Annual, monthly and weekly corporate contacts made</li> <li>• Number/value of new partnerships secured</li> <li>• Size and quality of prospect pipeline</li> <li>• Partnership retention rate</li> <li>• Annual, monthly and weekly corporate income target achieved</li> <li>• Multi-year partnership growth</li> <li>• Employee engagement participation levels</li> </ul>