



Job Title – Senior Fundraising / Corporate Partnerships Manager

Reports to – Chief Executive

Contract Type – Permanent

Working Hours – Either full-time (37.5 hours per week) or part-time (30 hours per week / 0.8 of a full-time equivalent)

Location – London - Clapham / Hybrid working (minimum 40% of working time in the office)

Salary – £48,000 - £51,000 FTE per year (or pro-rata equivalent if part-time), dependent on skills and experience

About Us

For over 30 years, The Money Charity has been the UK's Financial Capability charity. We proactively provide education, information, advice and guidance to people of all ages, helping them to manage their money well and increase their Financial Wellbeing.

We believe that being on top of your money as a part of everyday life reduces stress and hardship, helps you achieve your goals and live a happier life as a result, so we empower people from all backgrounds across the UK to build the skills, knowledge, attitudes and behaviours to make the most of their money throughout their lives.

We also work to promote Financial Wellbeing in the UK by working with the financial services industry to improve practices and outcomes for their consumers, and influencing policy-makers, media, industry and public attitudes.

We are a small, passionate team with a big reach and an open mind, committed to quality accessibility and inclusiveness. We offer a flexible work environment that values creativity, personal growth and collaboration. For more information about us, please visit our website: <https://themoneycharity.org.uk/>

About The Role

We're looking for a dynamic and relationship-driven **Senior Fundraising / Corporate Partnerships Manager** to lead on, develop, grow and relationship manage our portfolio of corporate partners through business development, and relationship management. You will also support the Senior Management Team with their existing corporate partners, and their relationships. This is a key role in strengthening our income generation, expanding our reach, and creating partnerships that support financial wellbeing across the UK.

You'll lead on securing new partnerships and managing existing ones — from banks and building societies to insurers, fintechs and professional services. You'll develop creative propositions, deliver exceptional account management, and drive income that supports our mission.

Key Responsibilities

Partnership Development (New Business)

- Refine and then lead on our new business development/fundraising strategy.
- Research, identify and qualify potential corporate partners aligned to The Money Charity's mission and values. (There may also be a need for a more limited amount of trust & foundation and other fundraising, as agreed in the refined fundraising strategy.)
- Approach prospects, set up initial meetings, put forward proposals and negotiate funding agreements.
- Create compelling proposals, pitch materials and partnership packages (including sponsorships, strategic partnerships, and CSR collaborations).
- Lead outreach campaigns, networking activity, and meetings to secure new income and multi-year partnerships.
- Work with internal teams to shape partnership opportunities linked to workshops, resources, and wider programmes.
- Support the Senior Management Team with their business development activity.

Account Management

- Build strong, positive relationships with existing corporate partners.
- Develop tailored account plans to maximise value, impact, and long-term support.
- Deliver high-quality stewardship, including reporting, communications, activities, and events.
- Ensure partners are engaged in our work — from staff volunteering to attending workshops.
- Support the Senior Management Team with their business development activity.

Marketing & Communications

- Work with the Marketing & Communications Officer to develop and deliver targeted content and campaigns for funders.
- Produce high-quality materials including newsletters, impact updates, case studies, thought leadership pieces, and social content for funders and prospects.
- Ensure clear, consistent, and engaging messaging that reflects The Money Charity's tone of voice and showcases the value of partnership.
- Support brand-building activity within the financial services, fintech, and corporate CSR/ESG sectors.
- Contribute to presentations, events, and digital channels that highlight partnership impact and opportunities.

Income Delivery & Reporting

- Lead upon annual income targets across corporate partnerships (or other types of fundraising as agreed).
- Track pipelines, forecasts, and KPIs, producing accurate internal updates.

- Work closely with the CEO and wider Senior Management Team to refine strategy and identify growth opportunities.

Person Specification

Essential

- Proven experience in corporate fundraising, business development, account management, or commercial partnerships.
- Experience of working at a senior level in fundraising and/or of having sole responsibility for fundraising.
- Strong relationship-building skills with a confident, engaging, and credible communication style.
- Demonstrable experience securing new partnerships or income through persuasive proposals and pitches.
- Excellent organisational skills, with the ability to manage multiple projects and deadlines.
- A proactive, self-motivated approach with the creativity to develop new ideas and solutions.
- Commitment to The Money Charity's purpose, values, and positive, non-judgemental approach.

Desirable

- Some experience of trust & foundation fundraising.
- Understanding of financial services, fintech, or CSR/ESG sectors.
- Experience working in a small charity or small team environment.
- Knowledge of financial wellbeing, financial education, consumer money issues, or education.

Benefits

- 36 days holiday (including bank holidays and 3 further days between Christmas and New Year). Pro-rata if part-time.
- Additional flexible annual leave purchase options available.
- Progressive culture with comprehensive flexible working policy, where flexible working hours and 'work from anywhere' fully supported and encouraged.
- Living wage employer.
- Living pension employer with generous 10% employer pension contribution after probationary period.
- Access to Health Cash Plan (including access to counsellors and GPs) available after probationary period.
- Enhanced maternity, paternity and adoption pay.
- Small discretionary annual bonus.
- The opportunity to play a significant role in a growing, ambitious charity.
- A supportive, flexible, and collaborative working culture.
- Professional development and training opportunities.

Closing Date – 11:30pm, Monday 25 May 2026

Interviews – 1st round early June (virtually)

Application Details

To apply for the role, please submit a CV and covering letter (maximum 2 A4 sides) explaining how you are suitable for this role. This should include how you meet the essential & desirable requirements and why you want the role. Applications should be submitted by email to: jobs@themoneycharity.org.uk.

We are currently recruiting for two Senior Manager roles, and further information on the other role can be found on our website's jobs page. Please state clearly in your email's subject line which role you are applying for.

Due to the high number of expected applicants, we will not be able to contact those we do not shortlist.

Please note, we will not consider applications without a covering letter and we will not be taking applications via agencies for this role.