

Head of Corporate Partnerships (Maternity Cover)

Job Description and Person Specification

Reporting to: Director of Fundraising and Development

Direct reports: 5 Corporate Partnerships: Manager x2, Snr Corporate Partnerships Manager, Account Management Lead, Partnerships Development Lead

Location of Work: Working from home with office visits as required. The role will likely involve some irregular travel throughout England and Scotland.

Contract Type: Ideally full-time, 35 hours per week, although part time / flexible hours may be considered. The role may require occasional evening and weekend work.

Contract Length: Fixed-term, 12 months

Salary: £50,500

BACKGROUND

Magic Breakfast is a registered charity providing healthy breakfasts to children and young people in the UK who arrive at school too hungry to learn, and expert support to their schools. Over 200,000 children and young people are on roll at Primary, Secondary, ASL / Special Educational Needs Schools and Pupil Referral Units that the charity works with, in disadvantaged areas of Scotland and England. Providing breakfast ensures that children start their school day with the energy and nutrition they need to be able to make the most of their morning lessons. Magic Breakfast also undertakes research, and campaigns for long-term solutions to end hunger as a barrier to learning.

JOB PURPOSE

Magic Breakfast's mission is to end child morning hunger in the UK now and for good. The biggest team within the Fundraising and Development department, Corporate Partnerships are responsible for building and unlocking multi-layered and mutually beneficial relationships that go beyond, and include, critical financial support.

The Head of Corporate Partnerships is responsible for leading, empowering and enabling a dynamic, growing and ambitious team to maximise the potential of both cash and gift-in-kind income streams. The successful candidate will be responsible for providing strategic, mission-led focus and alignment across new partnership development and management whilst also playing a critical role as part of the wider Fundraising & Development leadership and Magic Breakfast core management group.

In recent years, our existing corporate fundraising programme has developed and grown and includes a volunteering programme that engages with over 200 volunteers a year. Our portfolio includes long-term strategic relationships with companies including Heinz, Amazon and New York Bakery Company as well as newer partnerships with companies such as Marriot Hotels. As the Head of the team, you will provide senior and strategic support to help deepen the impact of our many multi-faceted relationships whilst

championing innovation and creativity throughout. You will also oversee the development of a targeted pipeline to ensure there are clear strategies for identification, cultivation, and stewardship and that partners are aligned with Magic Breakfast values and our Ethical Fundraising Policy.

To enable the success of the partnerships team, the successful candidate will work closely with other departments across the organisation to build effective relationships and identify and deliver opportunities for partners to deliver on and engage with our strategic objectives and campaigns.

As a member of the Senior Fundraising Leads and Core Management Group, the post holder will also show exceptional leadership, role model our core values, and support the development and delivery of the major giving and wider fundraising strategy, and the in-year management of our organisational objectives and KPIs.

KEY RESPONSIBILITIES

Strategy/ Leadership

- Support the development and delivery of a new Fundraising & Development strategy, identifying and contributing specifically to sustainable and ambitious growth from corporate partners in line with the charity's financial ambitions and strategic objectives
- Take a leadership role in the continued delivery of the gift-in-kind strategy, pro-bono projects and volunteering programme, working with colleagues across the organisation to co-develop and align future goals and opportunities
- Lead in convening colleagues to ensure the organisation can make empowered decisions and continue to grow in an informed and sustainable manner.
- Lead on the delivery of Magic Menu, ensuring that partnership development is in line with Service Delivery aims and objectives.
- Manage risk effectively through process whilst engendering a supportive culture where colleagues are not afraid to try new things and make mistakes.
- Utilise data and insights for decision making as well as performance, ensuring that you have clear KPIs that are owned and used across your team and the wider organisation.
- Provide excellent leadership and management to the Corporate Partnerships team, empowering and coaching individuals in line with Magic Breakfast values, policy and procedures.
- Contribute to ensuring the Senior Fundraising Leads work together as a productive, high performing, aligned, and accountable team to develop and deliver on the wider fundraising goals and ambition, and to provide leadership across the organisation.

- Deputise for the Director of Fundraising and Development where necessary, reporting back and following up on any actions or activity.
- Define and direct wider department cross-working opportunities to deliver outstanding funder relationships, identifying relevant prospects, co-ordinating approaches, and stewarding donors appropriately.
- Work with Directorate and colleagues across the organisation to maximise the potential of influencing plans, corporate partnerships communications and to maximise gift-in-kind potential and supplier partnerships.
- Provide support, expertise and oversight to the Corporate Partnerships team in contract negotiations with partners.
- Ensure that all activity is compliant with current legislation, Fundraising Regulator's code of conduct and Magic Breakfast's own policies and with children and young people at the heart.
- Be a spokesperson and represent the charity as requested.

Income Generation and Donor Stewardship

- Manage a high-performing corporate fundraising team, providing leadership and support to set and implement an effective corporate fundraising strategy raising £3,400,000 in cash and £1,500,000 from GIK in 2024/25 with a focus on multi-year investment.
- Increase cash and gift-in-kind income from corporate partners by:
 - Building the capacity of the new business function to grow a robust and diverse multi-year pipeline of prospects and support them in on-boarding new high value partnerships
 - Building the capacity of the account management function to effectively steward, uplift and retain our existing partners, maximising added value opportunities for mutual benefit.
- Lead on the delivery of pro-bono opportunities from partners to support the delivery of organisational objectives.
- Maintain a strong knowledge of the organisation strategy, business plan and opportunities for innovation, to identify and build compelling giving propositions, wish lists and a persuasive case for support in conjunction with the wider team.
- Enthuse, lead and enable the team to deliver exceptional relationship management and donor reporting, with high-quality donor care and stewardship techniques that speak to the motivations and interests of our donors, with governance structures in place for our strategic and high value partnerships.
- Act as a senior MB stakeholder in partnership and prospect meetings, building and maintaining peer relationships with our corporate partners.
- Work with the Volunteering Programme Group to deliver and review activities that align with the volunteering strategy for our corporate partners and high value funders that meets their needs as well as those of our schools and communities.

- Work with colleagues across the organisation to deliver a programme of cultivation, stewardship and recognition events and opportunities for corporate partners.

Reporting, Budgets, and financial management

- Manage all aspects of the Corporate Partnerships team budget.
- Lead on the data capture and reporting on all corporate management cash and gift income via our Salesforce data base, reporting as necessary on opportunities, risk and any changes to forecast or projected income received.
- Conduct effective annual planning and budgeting in close collaboration with colleagues from across the organisation, setting, measuring, and reporting against agreed budget, KPIs and objectives,
- Identify data gaps and utilise data analysis to inform performance management and decision making .
- Embed the value and importance of data, evidence and evaluation in the operations of the Partnerships Team
- Prepare phased budgets and reforecasts, identifying and recognising opportunities and risks to income in line with activity plans and progress
- Work with finance and performance and relevant business leads to manage programme budgets and restrictions
- Ensure all team income and activity is reconciled and recorded on Magic Breakfast database systems (Salesforce) with relevant supporting documents, including gift aid and gift instruments in place
- Work with the Corporate Partnerships team to provide regular reports and updates to the Senior Leadership Team and other stakeholders as required

Core Management Group

- Lead the Corporate Partnerships team in line with Magic Breakfast's values, supporting and managing them in line with Magic Breakfast's policies and procedures.
- Develop the team's collective capability through career development plans, which identify training opportunities (formal external training as well as via project allocation and involvement with external partners)
- Take an active role in setting, delivering, and evaluating progress against Corporate Partnerships team strategy and goals
- Inform the development and lead on the delivery of the Corporate Partnerships team budget with understanding and oversight of the charity's overall budget and accounts.
- Actively participate in Core Management group ensuring it is a collaborative, productive and accountable team.
- Deputise for the Director of Fundraising and Development as required and requested
- Identify and where appropriate lead on partnerships and collaborations that further Magic Breakfast's mission and purpose.

- Take responsibility for the operationalisation of Magic Breakfast's policies and practice in relation to safeguarding, risk management, and GDPR across the Corporate Partnerships team

General

- Build and develop cross-organisational relationships to facilitate fundraising and strengthen the organisation's understanding of the Corporate Partnerships function
- Standardise and embed newly developed systems and processes to support the efficiency and growth of Corporate Partnerships income across the charity
- Help to maintain a positive working environment; be visible, energetic and participative, keeping the vision of Magic Breakfast and the child at the heart of everything we do
- Work collaboratively across the organisation to build strong working relations and identify opportunities for improvement and impact
- Participate in occasional work-related events at external venues and perform support related activities as required and undertake occasional work outside of regular office hours and UK travel

Undertake any other duties commensurate with the role

PERSON SPECIFICATION

Knowledge and Experience

- Experience and track record of generating income through partnership programmes and developing a sustainable pipeline of cash and gift-in-kind revenue from corporate partners and prospects
- Excellent and proven knowledge of corporate fundraising methodology including prospect research, managing databases for major account portfolio management, proposal preparation and the cultivation, solicitation and stewardship of corporate partners
- Proven track record of successfully identifying, securing and cultivating strategic corporate partnerships in excess of £500,000
- Proven track record of maximising opportunities in corporate partnerships for mutual benefit, including developing meaningful volunteer and engagement opportunities, strategic pro bono support and other added value activities
- Experience of building, leading and contributing to effective teams and relationships to achieve a high level of performance
- Understanding of Magic Breakfast's cause and the challenges faced by families and children with respect to morning hunger
- A good understanding of the fundraising and corporate fundraising landscape in which Magic Breakfast operates and the relevant fundraising and data legislation and best practice
- Experience of effectively and authentically incorporating the voices and views of people with lived experience in fundraising activities.

Skills and Abilities

- Ability to demonstrate a high level of analytical and constructive thinking to cope with varied and challenging situations and stakeholder priorities
- Skilled and confident when soliciting a gift from a donor, with a natural ability to 'make the ask'
- Creative and high emotional intelligence to support development of compelling campaigns, case for support and donor relationships
- High attention to detail to ensure quality of output
- Ability to problem solve, adapt, and develop innovative, solutions to complex problems
- Confident communicating to a variety of audiences and individuals and ability to develop strong relationships with a wide range of stakeholders
- Excellent time management and organisational skills with the ability to independently manage multiple tasks simultaneously and to work to deadlines
- A collaborative team player with the confidence to work both self-sufficiently and across teams, proactively engaging colleagues on projects and initiatives

- Experience of building and maintain positive working relationships with a range of internal and external contacts.
- Ability to prioritise and balance strategy and leadership with practical hands-on fundraising as required
- Ability to identify, escalate and manage risk effectively
- Microsoft Excel excellent proficiency and advanced skills (formal qualification or equivalent experience), good proficiency in other Microsoft Office products. Knowledge of high value fundraising techniques covering major donors, including a clear understanding of the needs of the supporter journey
- Experience of using a fundraising database (ideally Salesforce)

Other

- Passion and commitment to Magic Breakfast's aim of alleviating morning hunger as a barrier to learning for children in the UK.
- Share Magic Breakfast's commitment to Diversity, Equality and Inclusion within the workplace.
- Willing to travel within the UK occasionally for meetings and other events
- Experience of working for a charity, especially in the area of children and young people, desirable but not essential.