

Job Description



Job title: Head of Partnerships & National Engagement

Department: Brand, Marketing and Fundraising

Reporting to: Executive Director of Brand, Marketing and Fundraising

Salary: £74,989 per annum

Hours: 35 per week

Location: London

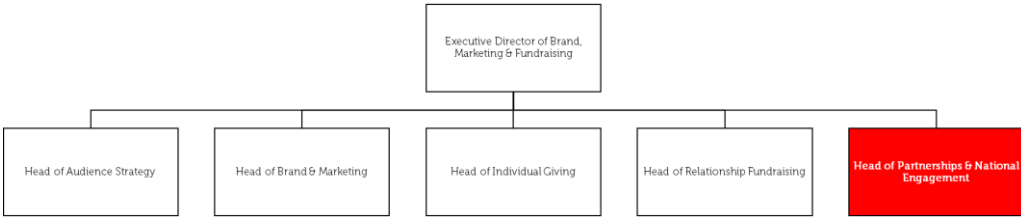
Contract type: Permanent

Aim and influence

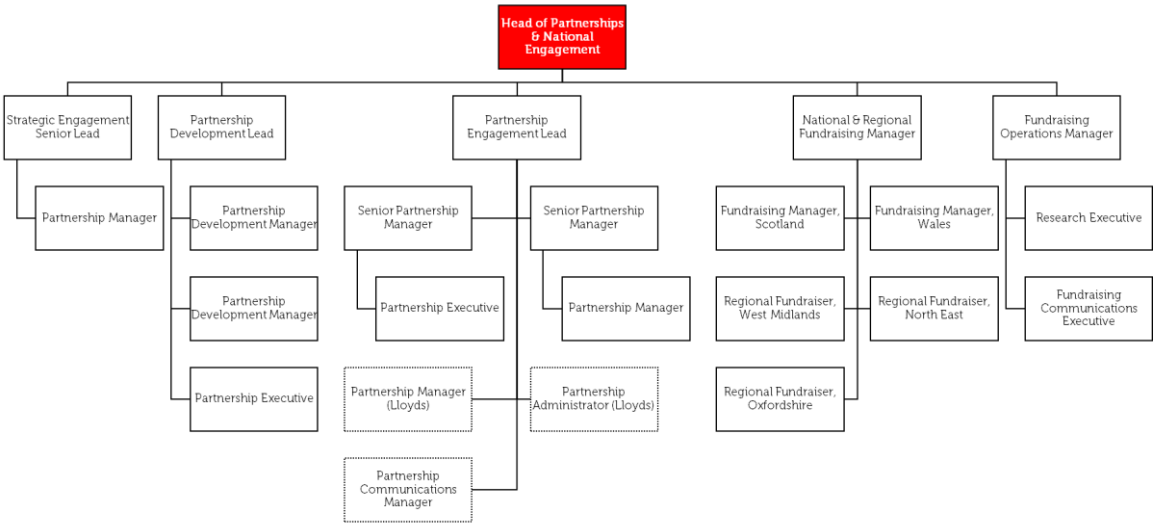
1. Lead and facilitate an organisational approach to corporate and commercial engagement that delivers against all strands of the organisation's strategy.
2. Lead the organisation's approach to increased income and engagement in nations and regions.
3. Lead the development and coordination of a high-value supporter engagement programme.
4. Establish and facilitate a Crisis Corporate Advisory Board comprising senior stakeholders from the commercial sector, with the long-term ambition of developing regional Corporate Advisory Boards in the areas where Crisis delivers services.
5. Lead relationships with senior corporate and commercial stakeholders, offering proactive expert advice to the Senior Leadership Team, Chief Executive, and Board.
6. Proactively horizon-scan internally and externally for corporate and commercial opportunities aligned with Crisis's strategy and service delivery.



Organisational chart – Brand, Marketing, & Fundraising Senior Team



Organisational chart – Partnerships & National Engagement Team





Job responsibilities

- Lead the development, implementation, and delivery of an organisation-wide corporate and commercial engagement strategy which incorporates:
 - Growth in the breadth and depth of corporate partnerships, with an associated increase in income
 - Developing new markets for corporate and commercial engagement through strategic engagement (e.g., building on the success of the Homelessness Covenant)
 - Proposition development for corporate and commercial organisations
 - Support for a brand licensing programme (led by the Commerce & Enterprises directorate)
 - A proposition for the retail sector and an approach to stock generation which supports the charity's retail operation
 - Gift-in-kind propositions which support Crisis service delivery, including the unique opportunities around Crisis at Christmas
 - Support for the charity's innovation work to explore new fundraising and commercial products and services
 - Leveraging corporate and commercial relationships to support Crisis's emerging audience strategy

- Lead the development and execution of a national income and engagement strategy, which incorporates:
 - Development of a fundraising case for support for Skylights, national fundraising propositions in Wales and Scotland, and cases for support in areas where Crisis does not directly deliver services
 - Engagement and funding for corporate partners in nations and regions, including developing employee engagement opportunities (e.g. volunteering, community fundraising, event fundraising, etc.)
 - Maximising national and regional philanthropy, trust, and community/event fundraising opportunities (working closely with the Head of Relationship Fundraising)
 - A strategy for regional fundraising growth aligned with a national shop expansion programme (working closely with the Head of Retail)
 - Collaboration opportunities for funding partners in areas where Crisis does not deliver services (e.g. The Simon Community).

- Develop, refine, and lead the organisation's approach to managing its case for support development and high-value supporter programme, working closely with the Head of Relationship Fundraising and the Head of Venture Studio.





- Effectively lead and develop a multi-functional team to deliver ambitious multi-year growth plans, supporting, coaching and developing colleagues as appropriate.
- Adopt a central role in the wider network of commercial and income generation teams at Crisis, working with colleagues and playing an organisational leadership role to drive creative and entrepreneurial solutions.
- Act as a key Crisis ambassador with senior corporate and commercial stakeholders.

Financial and supervisory responsibility

- Proposed staff establishment of 23 posts (5 direct reports)
- Income target 24/25: £5.5m - £6.5m (ambitious growth plans to be projected)

General responsibilities

- Pro-actively seek out opportunities to promote and support member involvement within Crisis
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act.
- Comply with all Crisis policies and procedures insofar as they relate to the provision of services, including Safeguarding and Equality, Diversity & Inclusion
- Work collaboratively across departments to support Crisis' mission to end homelessness
- Competent in the use of laptops, desktop PCs and headsets
- Competent in the use of Microsoft applications i.e., MS Outlook, MS Teams, MS Word and MS PowerPoint, along with the use of online applications, for example, Zoom and web browsers - Google Chrome or Microsoft Edge
- Carry out any other duties reasonably associated with your role



Person Specification

Essential

1. Experience in a significant strategic leadership role, with strong cross-organisational leadership skills and the ability to influence and support other senior leaders
2. Experience of developing and executing organisational income generation strategies, including leading and influencing in areas outside of direct line management responsibility
3. Commercial acumen demonstrated through experience in developing a broad range of new income opportunities
4. Significant experience in developing and managing relationships with senior external stakeholders, including establishing non-executive relationships and networks
5. Experience in developing new markets and propositions
6. Experience in leading large multi-disciplinary teams in an income-generating/fundraising setting, ensuring they work in an integrated and effective way
7. An understanding of the fundraising landscape outside of London
8. Experience in leading high-value supporter stewardship and communications
9. Excellent written and verbal communication skills
10. Analytical skills and confidence in handling numerical data
11. A strong commitment to Crisis's purpose and values, including equality and social inclusion

Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them.

What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this, and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.