



**Job Title:** Partnerships Officer

**Responsible to:** Head of Fundraising

**Job purpose:** To help grow unrestricted income for Health Poverty Action through community and corporate partnerships

**Salary:** £26,095 rising to £29,832

**Hours:** Full-time, 35 hours per week (part-time possible)

**Closing date:** Wednesday, 2 October 2024 at 11:59 PM BST

**Interview date:** Monday, 14 October and Tuesday, 15 October 2024

**Please send your application form to:** [personnel@healthpovertyaction.org](mailto:personnel@healthpovertyaction.org)

*Please note that due to a potentially high number of applications, only shortlisted candidates will be notified.*

Thank you for your interest in Health Poverty Action's work.

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### **Health Poverty Action's work and values**

Health Poverty Action (HPA) is a medium sized INGO, acting in solidarity with poor and marginalised communities in their struggle for health and social justice.

We currently have programmes in 10 countries, and around 350 staff worldwide. Our global 'Core Team' (historically based in London and called 'head office') is now home-based in increasingly diverse geographical locations around the world.

Within what is a broad spectrum of organisations working on issues of global poverty, we aim to be a politically progressive voice and influence.

Importantly, we are rooted in a global movement – the People's Health Movement (PHM) – which achieved ground-breaking influence through the UN Conference on Primary Health Care at Alma-Ata in 1978. Such was the power of that moment, that 40 years later its radical vision continues to rally health workers, policy makers and activists worldwide.

These words (from the 'People's Charter for Health'), sum up Health Poverty Action's ethos:

*“Health is a social, economic and political issue and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalised people. Health for all means that powerful vested interests have to be challenged, and that political and that economic priorities have to be drastically changed. This Charter encourages people to develop their own solutions, and to hold accountable local authorities, national governments, international organisations and corporations.”*

This is the call we take up together as an organisation – working with poor and marginalised communities around the world to develop and implement locally and culturally-appropriate solutions, and to challenge the injustices that currently deny life and health to so many.

Country programmes include: improving health systems and disease control, maternal and child health, mental health, food security and nutrition, water and sanitation, gender justice and eradicating harmful practices (such as FGM), and income generation and social enterprise.

Alongside these, we lobby and campaign to change the unjust policies and practices that force people into poverty and destroy their health and tackle the powerful vested interests that sustain them.

We recognise these are often rooted in colonialism and imperialism (both historical and ongoing) and have strong racial and gender dimensions.

Our work includes issues that many organisations have felt to be too controversial, such as campaigning for drug policy reform to address the harms caused by the War on Drugs.

These are big challenges to take on, and the obstacles to change are many. But we passionately believe in the revolutionary idea that health and social justice can prevail against them. We know with absolute certainty that big and powerful change is possible – because we’ve seen it so many times in our work, and in such inspiring ways.

Every day, through our work together, we have the incredibly exciting opportunity to do something that will help bring more of this about. If this sounds like something you would like to be part of, we would love to hear from you.

In 2017 we formed a strategic partnership with Find Your Feet. The partnership ensures Find Your Feet’s livelihoods work will continue through Health Poverty Action. In 2022, the Health Poverty Action family grew to include a US-based 501c3 organisation – Health Poverty Action USA – with whom we are also a strategic partner.

## **JOB DESCRIPTION**

### **Context of the role**

Health Poverty Action has an exciting opportunity to build community and corporate partnerships to grow unrestricted income. While we have a small portfolio of existing campaigns and partners – including challenge events like the London Marathon – there is endless potential to grow this area of fundraising. Especially given our strategic partnerships with Find Your Feet UK and Health Poverty Action USA!

We are looking for a dynamic, proactive and strategic person who naturally makes connections and builds relationships to manage and grow our partnerships fundraising portfolio. This includes maintaining, and in some cases, reinvigorating existing campaigns, but will primarily be an opportunity to infuse your ideas, energy and experience into building revenue from new partnerships with UK and US corporates and community groups. There is also scope to develop digital fundraising initiatives, like events and marketing through social media.

You will have the flexibility to shape this role by developing your own initiatives. You will have a high level of autonomy in the work you do and how you deliver it – we are open to and welcome new ideas. There is also lots of opportunity to work on cross-cutting initiatives to engage new audiences with our small yet impactful fundraising team, as well as with our programmes and policy and campaigns staff.

You will be the critical driver of growing our partnerships fundraising and ensuring that more people worldwide are able to realise their right to health.

### **Key responsibilities**

In the continually changing environment in which we operate it is not possible to have fixed responsibilities, and this presents an exciting opportunity to shape this role yourself. The following outline provides a view of the scope of the work, within which your strategies and priorities will be agreed with the Head of Fundraising.

### **Partnerships Fundraising**

- Lead on all partnerships fundraising, including campaigns for target audiences to raise awareness and diversifying income.
- Build and nurture relationships with current partners, as well as identifying prospective partnerships.
- Continually research and identify prospects and ensure they are approached in a timely manner.
- Actively drive forward the development of a portfolio of high value corporate funders.
- Prepare proposals, pitches and reports based on key funding needs you have identified.
- Develop and implement effective stewardship plans for all partners, with a view to retain support beyond the agreed partnership length and to reach maximum value.

### **Community Fundraising**

- Manage our festive fundraising, including coordinating with our choirs for carol singing with TfL during December.
- Research individuals and organisations to generate new community fundraising income (i.e., churches, faith groups, Rotary clubs).
- Develop new community fundraising initiatives and promote to new and existing supporters, especially on digital platforms like Facebook and Instagram.

- Establish and manage a network of volunteers to support with our community fundraising activities.

### **Events Fundraising**

- Ensure the smooth management of our events, including the London Marathon.
- Lead on the recruitment, resourcing, relationship-building and support of our event participants.
- Work in collaboration with corporate partners and individual runners to create a suite of bespoke events to support engagement in training and peer fundraising.
- Develop and oversee innovative and profitable one-off events.

### **Fundraising Management**

- Budget, monitor, re-forecast and report on partnerships fundraising activities. Recommend, revise and implement plans as required to ensure targets are met and risks minimized.
- Manage relevant website pages and social media content for our community and events fundraising, and improve uptake of these through digital channels.
- Ensure that efficient administration systems are in place and maintain accurate records on our community campaigns, sponsorship, donations and correspondence (as well as recording details of all fundraisers on the database).
- Proactively keep abreast of the fundraising marketplace, identifying changes, trends, reacting accordingly and maximising potential opportunities.

### **Other**

- Be aware of all Health Poverty Action work and developments, in order to identify stories and material for fundraising purposes.
- Act as a representative of Health Poverty Action when required and communicate its work in a passionate and professional way.
- Manage own workload and set objectives and deadlines with the Head of Fundraising.
- Undertake all other reasonable activity requested by the organisation.

## **PERSON SPECIFICATION**

The following provides an indication of the qualities we believe will provide a good fit, but not all suitable applicants will have all of these. If you would love to do the job, and believe you can demonstrate abilities that will enable you to succeed in the position, we would love to hear from you.

### ***Experience***

A successful track record that demonstrates outstanding qualities in the key areas:

- Hands-on project management experience in generating, implementing and evaluating creative new initiatives
- Experience managing and monitoring income and expenditure budgets
- Engaging, creative and effective communication skills
- A successful track record of working to and meeting targets
- Experience in managing supporter journeys and maximising relationships
- Ability to build strong positive relationships, with excellent written and verbal communication skills
- Ability to produce and/or manage the production of engaging fundraising materials and supporter communications, including working with third party suppliers
- IT literate with excellent knowledge of Microsoft Office
- Experience working with fundraising databases (Salesforce) and online fundraising platforms (e.g., Just Giving)
- A good understanding of fundraising principles (Fundraising Regulator's Code of Practice)
- A good understanding of data protection issues and consent, and ability to ensure compliance

### ***Working Style***

- A warm, friendly and empathetic colleague
- Valuable and positive cross-organisational team player who supports and motivates colleagues
- Able to work well both individually and as part of a team
- Enthusiasm and flexibility to take on new tasks
- Willingness to take responsibility and initiative
- Excellent negotiation and diplomacy skills, with the ability to find ways of getting things done cross-organisationally
- Able to work fast, contributing to a friendly, inclusive and supportive environment of energy, enthusiasm and collective success
- Well organised and reliable, with exceptional attention to detail and accuracy

### ***General***

- Ability to think and plan strategically, both creatively and laterally
- Can work flexibly, solve problems, and adapt to rapidly changing demands and opportunities whilst retaining clear priorities and strategic focus
- Proactive and self-motivated, with ability to use own initiative
- Ability to handle pressure and tight timescales, meeting and monitoring deadlines and targets
- Appreciates working in a multi-cultural context

## **Commitment**

- Passionate and demonstrable commitment to Health Poverty Action's values
- Ability to enthuse and inspire others to support Health Poverty Action's work

## **TERMS AND CONDITIONS**

### **Salary**

£26,095, rising in length of service increments to £29,832 (plus cost-of-living increases applied to this scale over time).

### **Hours**

Full time, 35 hours per week. Evening and weekend work may sometimes be required, for which time off in lieu can be taken. *We will consider applicants to work on a part-time and a flexible working basis where possible.*

### **Holidays**

25 days per year, plus the time between Christmas and New Year, plus English public holidays. An additional day leave is added for each two years completed service, up to a maximum of 3 days.

### **Pension**

Staff are encouraged to join Health Poverty Action's pension scheme. Health Poverty Action will match their own contributions up to a maximum of 5% of gross salary (and subject to a minimum contribution of 4%).

### **Location**

The post is 100% remote working, but will require the ability to commute to London for events and meetings. Candidates will need to either have or be able to acquire the right to work in the UK. The post may involve some international travel.

***At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all our staff and everyone we work with. We actively support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. We are particularly keen to hear from ethnic minority candidates.***

*Thank you for considering working with Health Poverty Action.*

## **TO APPLY**

Download and complete the application form. You can download it [here](#).

Due to the potentially high number of applications, we ask for your understanding that only shortlisted candidates will be notified.

Please send your completed application form to: [personnel@healthpovertyaction.org](mailto:personnel@healthpovertyaction.org)

Thank you for completing the application form.

This helps ensure fairness and consistency and is also a demonstration of your interest in the role.

We know this takes time and promise that we will only consider applications from people who do so.

By completing the form, you are making a valuable contribution to Health Poverty Action's work - we really appreciate it.

At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all of our staff and everyone we work with.

Thank you for considering working with us.