

## Job Description and Person Specification

Job Title:	<b>Partnerships Manager</b>
Line Manager:	Director of Fundraising
Professionally Accountable to:	Director of Fundraising
Hours of Work:	37.5 hours per week (or min. 30 hours per week). Flexible working hours, including some weekends and evenings. Home working will usually not exceed 1 day p/w.

### Role Overview

This is an exciting opportunity to drive significant growth and impact for Weston Hospicecare through developing and nurturing relationships with businesses, community networks, healthcare providers, and local groups. The Partnerships Manager will focus on leveraging time, skills, and funds from corporate and community partners, creating tailored engagement opportunities that deliver mutual benefit.

By designing impactful packages—such as education, networking opportunities, and public recognition—this role will amplify corporate contributions to the hospice while showcasing their support through channels like websites, social media, and events. This position is key to exploring and maximising existing networks, including trustees, staff, and volunteers, to broaden our reach and potential.

This is a high-impact management-level role that requires strategic thinking, relationship management, and innovative collaboration across the organisation. The Partnerships Manager will sit within the Fundraising Management Team.

### RESPONSIBILITIES

#### 1. Corporate Engagement & Partnership Development

- Build and implement strategies to develop new corporate partnerships, meeting income targets and agreed deadlines.
- Maintain a pipeline of opportunities, conducting research and identifying key corporate targets.
- Act as a visible ambassador for Weston Hospicecare, representing the hospice at business forums and networking events.
- Design bespoke packages for partners, including Charity of the Year initiatives, sponsorship, cause-related marketing, and employee engagement opportunities.
- Ensure excellent stewardship of existing partnerships, delivering maximum value and recognition for both the hospice and the partner.

#### 2. Community Collaboration & Event Support

- Work collaboratively across teams (clinical, retail, marketing, volunteering and fundraising) to unlock opportunities for corporate support.
- Lead on securing sponsorship and corporate involvement in key campaigns, events, and initiatives, such as Pines for Pounds, Blue for You, and charity balls.

- Support and grow corporate volunteering, offering tailored team-building experiences that strengthen relationships.

### 3. Communication & Recognition

- Develop compelling pitches, presentations, and proposals to inspire new and existing partners.
- Highlight corporate contributions via Weston Hospicecare's communication channels, including website and social media, ensuring alignment with partner engagement levels.
- Leverage digital tools like LinkedIn to build and nurture relationships with the business community.

### 4. Strategic Contribution & Reporting

- Work with the Fundraising Director to shape and implement strategies for income growth and partnership sustainability.
- Contribute to annual budget planning and forecasting, monitoring income against targets.
- Ensure all activity is accurately recorded in the fundraising database and adheres to data protection regulations.
- Negotiate partnership agreements that align with the hospice's ethical policies and ensure compliance through proper documentation.

### Skills & Experience Required

- Proven experience in corporate partnerships, business development, or community engagement roles.
- Strong networking and relationship-building skills, with the ability to inspire and influence others, and to build rapport at many different levels
- Excellent written and verbal communication skills, including delivering presentations.
- A creative approach to problem-solving and an entrepreneurial mindset.
- Ability to manage multiple projects and work effectively under pressure to meet deadlines.
- Experience in event sponsorship, cause-related marketing, or employee engagement is desirable.

### Professional Responsibilities

- To maintain confidentiality.
- To work within the policies, procedures and guidelines of Weston Hospicecare, in accordance with statutory requirements, and to best charity fundraising and communications practices.
- To be familiar with fire, emergency and safety regulations, ensuring compliance across all fundraising and sites/events.
- To maintain good working relationships with other members of the hospice staff and volunteers, and to live out the hospice values
- Undertake any in-service training in line with Weston Hospicecare's policies.

### Educational Responsibilities

- To participate in the orientation and development of new staff members and volunteers.
- To keep up to date with sector best practices and legislation.
- To maintain and extend personal knowledge and expertise in all aspects of the role and to share information openly.
- To attend all statutory and mandatory training as required.

### Health and Safety

Under the provision of the Health and Safety at Work Act 1974, it is the duty of every employee:

- To take reasonable care of themselves and others at work.
- To co-operate with the Hospice as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal, protective equipment for health and safety or welfare at work.

### Data Protection

You are required to control and process data held on computer. This must be undertaken lawfully in compliance with the UK's GDPR and Data Protection Act. Breaches of confidentiality in relation to confidential, personal or sensitive data will result in disciplinary action, which may include dismissal.

### Additional Job Facts

- Maintain a smart, professional appearance at all times in line with Hospice policy.
- Conduct yourself in accordance with the Hospice values, and to be a good ambassador for the Hospice.
- Demonstrate a responsible attitude towards economy and care of equipment and other resources.
- There will be times when you will be required to work at weekends and in the evenings. This is recorded and redeemable as Time in Lieu.

### Scope of Job Description

This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties, but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

This job description is subject to periodic review and amendment.

**PERSON SPECIFICATION – PARTNERSHIPS MANAGER**

Criteria	Essential/ Desirable	How Evidenced & Assessed
<b>Qualifications and Training</b>		
<ul style="list-style-type: none"> <li>▪ GCSE minimum Grade C/5 in English and Maths</li> <li>▪ Good working knowledge of Microsoft software package including Outlook, Word, Excel, and email</li> </ul>	E E	A/C A/C
<b>Knowledge and Experience</b>		
<ul style="list-style-type: none"> <li>▪ Proven experience in a fundraising, new business development or account management role where relationship building and/or sales and customer service have been central to the job.</li> <li>▪ Experience of working within a fundraising team</li> <li>▪ Experience of income and expenditure budget management</li> <li>▪ Experience of meeting financial targets</li> </ul>	E D D D	A/I A/I A/I A/I
<b>Communication and people skills</b>		
<ul style="list-style-type: none"> <li>▪ Excellent interpersonal skills; particularly written and verbal communication skills</li> <li>▪ Able to demonstrate tenacity, personal drive and enthusiasm when working towards challenging targets</li> <li>▪ Able to show tact and discretion when dealing with sensitive and confidential information</li> <li>▪ Highly developed organisational skills: able to juggle conflicting demands and prioritise tasks to meet tight deadlines</li> </ul>	E E E E	A/I I I I
<b>Organisational Skills</b>		
<ul style="list-style-type: none"> <li>▪ Proactive and highly organised</li> <li>▪ Ability to manage a wide-ranging and fluctuating workload which encompasses complex logistical project management and other related tasks</li> <li>▪ With the support of the Director of Fundraising and Communications, plan activities and manage own workload to ensure goals and targets are met</li> <li>▪ Ability to monitor, analyse and segment data and contacts for fundraising purposes</li> </ul>	E E E E	A/I A/I A/I A/I
<b>Special Knowledge</b>		
<ul style="list-style-type: none"> <li>▪ Excellent presentation and public speaking skills</li> <li>▪ Experience of developing and implementing a new business strategy</li> <li>▪ Experience of developing cause related marketing and commercial sponsorships for a charity/cause</li> <li>▪ Knowledge of the corporate/business sector in our area</li> </ul>	E D D D	A/I A/I A/I A/I

<ul style="list-style-type: none"> <li>Adept across the sales cycle, from identifying prospects to securing meetings, writing innovative proposals, pitching, objection handling, negotiating, and securing commitment to enter a (fundraising) relationship</li> </ul>	D	A/I
<b>Other Requirements</b>		
<ul style="list-style-type: none"> <li>Responsible, hard-working and enthusiastic, self-motivated, highly personable, confident, flexible, organised, creative, sense of humour, honest</li> <li>Commitment and passion for the hospice sector</li> <li>Ability to work effectively under pressure</li> <li>Able to work as part of a team</li> <li>Able to transport yourself within our catchment area</li> </ul>	E E E E	A/I A/I A.I A/I

Key: E = Essential

D = Desirable

A = Application

I = Interview

C = Certificate

### **Don't meet every single requirement?**

We are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your experience doesn't align perfectly with the job description or person specification, we encourage you to apply anyway. You may be just the right candidate for us.