



JOB DESCRIPTION

Corporate and Partnerships Manager

General: The Rose Road Association has been working with children, young people and their families from across Hampshire and the surrounding counties since 1952. The children who attend The Association have multiple and complex health conditions.

The range of services provided includes; activity schemes, residential short breaks, family information and advice services and community support to families in Hampshire and surrounding counties.

Responsible to: Head of Fundraising and Communications

Hours: 25- 37 hours per week (part time and job share requests considered). We would love to hear from you about how you could work flexibility to make this role work for you.

We are a flexible employer and will accept requests for alternative working models and patterns, such as requests for part home working, part time hours, condensed hours and reduced hours in the school holidays.

There will be some evening and weekend work included in this as we do need our team to all help to cover events and we operate a TOIL system.

The ability to travel to Southampton is a must for some office days and events.

To chat through the role and the options for flexible working please call Chloe Atkins (Head of Fundraising) on 023 80721213.

Purpose: This brand-new role will take the lead in managing and developing our growing portfolio of corporate partnerships and our signature events programme. You will be a passionate manager who can inspire and motivate your colleagues, ensuring excellent stewardship of our corporate partnerships and event participants.

We are looking for an established relationship builder, who can inspire and motivate potential donors and tell our story passionately. We also need someone who understands the importance of excellent record keeping and the power of brilliant data. The perfect candidate will have a good knowledge of the corporate world and a natural curiosity to find out more about the people who support us, enjoy meeting new people and sharing the stories of the families we care for.

We welcome candidates from all sectors and backgrounds, if you believe you can make a difference in this role to the families, we support at Rose Road we would love to hear from you.

Main Tasks:

1. You will take responsibility for our Corporate Partnerships and create a corporate stewardship programme for them – this will include researching and chasing opportunities, on-boarding of new partners including regular and consistent communications, providing marketing assets to our partners, and promoting their support through PR, news stories and social media (with support from our Communications and Marketing Lead officer).
2. Team and personal growth. You will oversee an Events Lead officer, providing support and development opportunities helping them to respond to a changing fundraising sector. You will embrace personal development and put in place robust training and development plans for this role, alongside regular supervisory meetings and appraisal opportunities.
3. With the support of the Events Lead, you will deliver a programme of corporate, signature and partnership events. A key part of your role will be to develop robust KPIS to measure engagement and ROI of events and partnerships and ensure excellent stewardship of our event participants. As a small team it is key we understand which events and opportunities we should develop further to make the very most of engagement and income opportunities. You will be a strong negotiator, and confident to manage expectations of others during this process.
4. We are very lucky to be supported by a corporate fundraising volunteer for one day a week in the team. You will support this volunteer in their role by providing regular catch ups, training and guidance when needed. You will work alongside this volunteer to onboard new partners and support them through the stewardship journey you will have created.
5. You will use our CRM, Donorfy (training provided), to manage and support our corporate partners and events, taking responsibility for regular checks, thank you letter reviews, mailings, reports and ensuring we are always GDPR compliant in our use of data with support from our organisational Data Lead. You will also be responsible for maintaining a current list of relationships and be able to report to the Head of Fundraising on the status of each partnership.
7. The role is responsible for making sure our brilliant business community and events participants have everything they need to support families in need locally. You will be tasked with retaining partners and supporting them through their journey with us. You will work closely with the Head of Fundraising and Corporate Fundraising Volunteer who will help with developing new partnerships.
8. Be creative. We have a small marketing and communications team (1 part time person!), and so we encourage you to create content, social media assets and potential press releases with help from your colleagues. We are keen to grow our LinkedIn audience, and this role will oversee a digital strategy for increasing corporate and events support through LinkedIn. Not created a strategy before? Don't worry, it's not as scary as it sounds, and you will receive lots of development

opportunities to help you on your way.

9. Be curious. The Fundraising Department at Rose Road, like most charities, is very busy. Currently, we don't always have the time to be curious and find out more about our partners. A key part of the Stewardship process you develop will be to have regular conversations, catch ups and communications with our partners. There is an expectation that this will be face to face, on the phone, online, via networking events and opportunities and only in some cases via email.

General Duties:

1. Working collaboratively and supportively with other team members to contribute towards departmental goals. This will include mentoring and supporting volunteers.
2. Work always in line with our organisational values:
 - We are Trustworthy** - We build trust with the children, young people and families, we support – as well as our partners - by being dependable, reliable, and accountable in all that we do.
 - We are Kind** - We understand, value and respect the unique needs of the people that we support. Providing care and support with kindness, compassion and empathy.
 - We are Open and Honest** - We foster and actively encourage an honest and open-minded culture and are transparent in both our decision making and communication.
 - We are forward thinking** - We are committed to providing the highest quality of care, constantly seeking new collaborative and creative ways to deliver our services – encouraging everyone to be ambitious and achieve their goals.
 - We are professional** - Flexible and agile in our approach, we uphold the highest professional standards to meet the needs of our children, young people, and their families
3. Ability to manage and attend some events at weekends and in the evenings. This will be on a rota basis, helping to represent Rose Road at events, and manage volunteer and event crews. This could be manning a stall at a festival or taking the lead at an event such as our annual Carols by Candlelight service.

Conditions & Annual Leave: The Rose Road Association is an equal opportunities employer. All staff undergo annual appraisal. Normal Association conditions of service apply. 25 days annual leave per annum (pro rata), rising to 28 days after 5 years continuous service.

DBS Check: This post will be subject to an Enhanced Disclosure by the Disclosure & Barring Service.

Salary: Up to £35,000 pa (pro rata if part time)

Closing Date: 16th December 2024

Interview Date: Week commencing 6th January 2024

Start date: ASAP

Want to find out more: Please feel free to call our recruiting manager for a chat Chloe (Head of Fundraising) on 023 80721213.

How to Apply: Visit www.roseroad.org.uk/jobs to complete an online application form or contact Human Resources on humanresources@roseroad.org.uk or 023 8072 1234



PERSON SPECIFICATION

Corporate and Partnerships Manager

Requirements	Essential	Desirable
Qualifications		
If you have a relevant professional qualification, training or equivalent experience qualification tell us about it. If you don't have a degree, we still want to hear from you. Your values and experience matter more to us #NonGraduatesWelcome		x
Knowledge and Skills		
Ability to plan effectively to meet deadlines and manage a variety of tasks.	x	
Highly articulate with strong written, verbal and presentation skills.	x	
Experience of providing reports to monitor engagement and/or income	x	
Excellent interpersonal skills in relation to communicating effectively with the public, partner organisations, clients and the team.	x	
Able to maintain relationships and build new ones with a range of audiences	x	
Be able to work on own initiative whilst remaining an effective team player.	x	
Maintain a flexible approach to the role and adapt to changing priorities.	x	
Advanced user of Microsoft Office and fundraising database (or similar) experience.	x	
Experience of developing strategies		x
Experience of working with a range of organisations, including businesses & strong links with local business networks.	x	

Excellent understanding of data management with the ability to understand and spot patterns and trends and the knowledge to be able to analyse and present data to a high standard.	x
Experience of using email marketing campaign software	x
Experience of fundraising (at any level, this may include personal experiences)	x