

**NSPCC**



**Together,  
we'll change  
children's lives**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

Registered charity numbers:  
216401 and SC037717.

## Job Description

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Job Title: Corporate Partnerships Manager – Wales

Directorate: Income Generation

Team/Department (if specific): Wales – Community Supporters

Date Written/ Amended: May 2023

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## Context and Background

The NSPCC's mission is to end cruelty to children. Every childhood is worth fighting for. This is our belief. We all share it. And it drives our Income Generation team to get out there and bring in the funds we need to protect children and prevent abuse. We've been here for children for over 100 years. From our campaigns to our services- we strive to make a difference in everything we do. Between 2016 and 2021, we've helped make 6.6 million children safer from abuse.

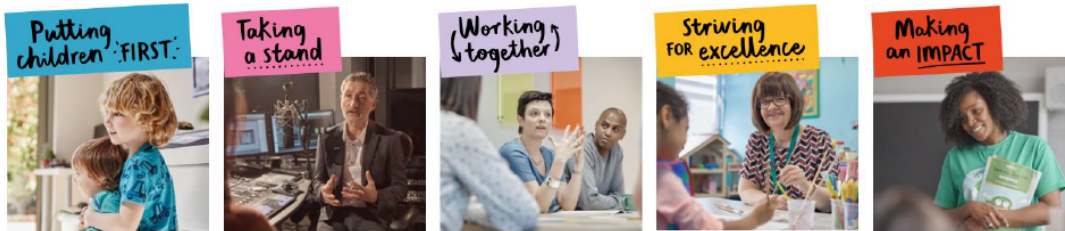
Within the Income Generation Directorate our aim is to maximise resources for the NSPCC's mission by raising funds, providing the best possible supporter experience, and building long-term relationships between donors and our cause.

To continue to deliver our mission we rely on the fundraising support of people across the UK - over 80% of our income comes from those who choose to give to us. We are looking to significantly grow our income in new and innovative ways. To achieve this growth, we need the very best team to deliver ambitious targets.

The **Community Supporters Team** is based across the UK and forms part of the Income Generation directorate.

The role of the Corporate Partnerships Manager for Wales is to develop corporate partnerships through working with the Wales Fundraising Board. We believe that partnerships with companies are one of the best ways to raise money, reach millions of people, and engage the UK public with our work. As much as a one-off donation is always welcome, we want to develop long-term, mutually beneficial relationships that put companies at the heart of what we do and simultaneously meet commercial needs.

## NSPCC Values



Our organisational values define the kind of organisation we want to be. They help remind us of what is important to all of us, and why. They make sure that what makes us 'us' does not get lost, either in the middle of our busy days or in the pursuit of our bold vision.

## Job purpose

We're looking for an enthusiastic and confident **Corporate Partnerships Manager** to manage a varied and exciting portfolio of new and long-standing partners across Wales (focus primarily on South Wales) and to identify, develop and win new corporate support through Charity of the year's, NSPCC stewardship & Fundraising events and commercial & strategic opportunities.

## Key relationships - Internal

- Supporter Fundraising Manager – (line manager)
- Wales Fundraising Board (Volunteer led with staff support)
- Senior Corporate Partnerships Manager
- Senior Philanthropy Manager
- Community Supporters Department
- Regional Corporate Partnerships Team
- High Value Partnerships Department
- Employees of specific services for children and families
- Regional and national communications teams
- Local campaign managers

## Key relationships - External

- The CEO's, main board directors, CSR Managers, managers, and employees of supporting companies
- Wales Fundraising board members and senior advocates
- Corporate influencers and volunteers

## Main duties and responsibilities

-To lead on corporate fundraising in your respective region conveying regional expertise and corporate partnerships knowledge to internal and external stakeholders.

-To meet and exceed annual income targets and key performance indicators.

- To develop a fully researched and engaged prospect pipeline of five and six figure future corporate supporters.
- To help maintain a comprehensive Charity of the Year Calendar.
- To play a key role in maximising income for the NSPCC from existing commercial partnerships and relationships and ensuring the highest standard of proactive support and development.
- To provide account management professionally and creatively for current and new partners.
- Create and manage a portfolio of fundraising and stewardship events led by the Wales Fundraising Board to engage with new and existing Welsh corporate supporters both in and outside of Wales.
- To work collaboratively across the organisation to maximise the potential value of corporate organisations and supporters in the NSPCC's mission to end cruelty to children.
- To find ways in which companies can provide 'added value' through gift in kind, pro bono and volunteering as well as leveraging contacts, experience and using buying power.
- To be accountable for the delivery of a budget in line with business requirements.

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- To monitor and evaluate income against budget, taking corrective action as required.
- To be aware of sector and departmental best practice, bringing and sharing within the team to create a standard of excellence in our corporate support which is unsurpassed in the sector.

## Responsibilities for all Staff within Income Generation

- To update databases and supporter information systems on a regular basis in line with Data Protection legislation and NSPCC policy and procedures to ensure all records are up-to-date and accurate.
- To actively participate in regular department and team meetings, contributing to discussions and decisions, which in the long term will be beneficial to the NSPCC's development of fundraising activities.
- To maintain an awareness of own and others' Health and Safety and comply with the NSPCC's Health & Safety policy and procedures.
- To take personal responsibility for keeping up to date with NSPCC work, including securing updates on project and service developments and general NSPCC news.

## Knowledge & Experience

- Experience of success in delivering results as set out in a team or departmental plan.
- Experience of account management or partnership management within the third or commercial sector.
- A track record of demonstrating initiative and creativity to achieve desired outcomes.

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- Experience of success in developing and securing relationships to achieve results within a fundraising, sales or marketing environment.
- Proficiency in using Windows based software packages, MS Teams, and CRM databases.
- Previous experience of event management would be an advantage.

## Person specification

- An outgoing, confident individual, who can work on their own initiative and is achievement and results orientated.
- A strategic thinker with the ability to work to short term objectives and long-term goals.
- A highly organised individual with strong planning and prioritisation skills.
- Ability to work under pressure and manage a varied and competing workload.
- Excellent written and verbal communications skills to analyse, interpret and present complex information in a clear and persuasive way for a wide range of audiences to inspire support.
- Ability to work collaboratively with and through other teams and departments to maximise results and achieve desired outcomes.
- Well-developed business acumen and experience of working with one or more commercial sectors.
- Well- developed numeracy skills for entering, recording, interpreting, analysing, and presenting financial data in a clear and accurate format.