



NSPCC

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

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Registered charity numbers:
216401 and SC037717.

Job Description

Job Title: New Partnerships Manager

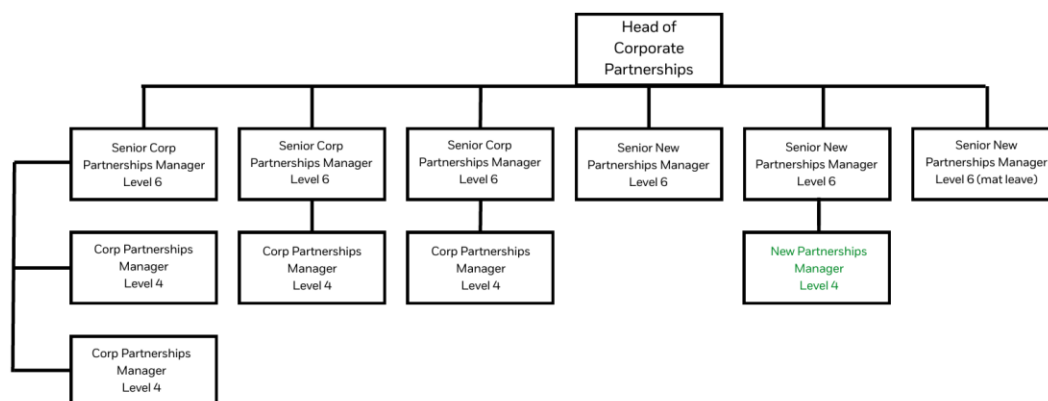
Directorate: Philanthropy and Partnerships

Salary & Allowances: £28,337–£33,301 plus Inner London Weighting (£3,366) or Outer London Weighting (£1,790).

Contract Type: Fixed Term (12 months)

Location: Hybrid with at least 1 day per week in our Shoreditch, London office

Context and Background



Job purpose

This is an exciting time to join the NSPCC as we launch a bold new strategy and vision for corporate partnerships.

As New Partnerships Manager, you'll play a key role in building a pipeline of new corporate supporters and securing partnerships that generate vital income and lasting impact for children across the UK.

We're looking for an ambitious, proactive and relationship-focused business development professional who enjoys creating opportunities, opening doors and securing new income. Whether your background is in fundraising, partnerships, sponsorship, sales or business development, you'll bring the drive and creativity needed to build and grow a portfolio of prospects from scratch, developing opportunities worth £50,000 - £200,000.

Alongside managing your own pipeline, you'll support two Senior New Partnerships Managers to develop and secure some of the NSPCC's most significant and strategic corporate partnerships, ranging from £200,000 to £4.5 million. This will give you exposure to high-value, complex opportunities while helping to shape the future of our corporate partnerships programme.

We're looking for someone who is commercially minded, target-driven and confident building relationships with senior decision-makers. You'll be creative in your approach, resilient in the face of challenge and motivated by turning opportunities into long-term partnerships that create real impact.

Alongside a rewarding role, you'll be joining an organisation that values inclusion, collaboration and personal growth. We encourage colleagues to bring their whole selves to work and are proud of our employee networks, including PINCC (Pride in NSPCC Colleagues and Children), NEST (our sustainability network), Thrive (mental health and wellbeing network) and the NSPCC Family Network for parents and carers.

Our Corporate Partnerships team is supportive, ambitious and forward-thinking. If you're passionate about winning new business and want to use your skills to make a difference for children, we'd love to hear from you.

Key relationships – Internal

- Reports to Senior New Partnerships Manager
- Supports two Senior New Partnerships Managers (including line manager)
- Works closely with Corporate Partnerships Account Management Team
- Works with Head of Corporate Partnerships
- Works with colleagues across the Philanthropy and Partnerships Directorate such as Major Giving, Volunteer Board Fundraising & Celebrity Team
- Engages with other directorates such as Communications, Services, Finance and Legal

Key relationships – External

- New prospects and their senior influencers
- New prospects and their brand and marketing managers
- Senior NSPCC volunteers and trustees as appropriate
- External agencies, consultancies or suppliers

Main duties and responsibilities

- Develop and deliver innovative prospecting strategies to identify and qualify new corporate partnership opportunities.
- Build, manage and convert a robust pipeline of new business opportunities, ensuring strong progression through the partnership lifecycle.

- Create compelling, insight-led partnership propositions that align corporate objectives with the NSPCC's mission and impact.
- Build relationships with senior stakeholders and decision-makers across a range of sectors and industries.
- Collaborate with senior colleagues on complex, high-value partnership opportunities, contributing to strategy, research, proposition development and pitches.
- Use creativity, market insight and audience understanding to develop engaging approaches that differentiate the NSPCC in a competitive marketplace.
- Represent the NSPCC confidently at meetings, networking events and industry forums, building awareness and generating opportunities.
- Identify and leverage warm introductions, networks and internal connections to accelerate partnership development.
- Contribute to the continuous improvement of new business processes, materials and ways of working.

Responsibilities for all Staff within Philanthropy and Partnerships

- A commitment to safeguard and promote the welfare of children and young people
- To update databases and supporter information systems on a regular basis in line with Data Protection legislation and NSPCC policy and procedures.
- To actively participate in regular department and team meetings, contributing to strategy, discussions and decisions which will be beneficial to the Directorate and wider NSPCC activities.
- To adhere to all the NSPCC's service standards, policies, and procedures.
- To evidence an understanding of and commitment to the demonstration of the NSPCC's values.
- To maintain an awareness of and comply with NSPCC data protection regulations and to ensure currency of changing GDPR regulations.
- To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- To work in a manner that facilitates and encourages inclusion.
- To be proactive in identifying ways to improve personal and team performance.
- To maintain an awareness of own and others' health and safety and comply with the NSPCC's Health and Safety policy and procedures.
- To take personal responsibility for keeping up to date with NSPCC work to end cruelty to children, including securing updates on project and service developments and general NSPCC news.

Person specification

1. Experience working in a new business, business development, partnerships, sales or fundraising environment, either within or outside of the charity sector.
2. Experience of building and managing, or supporting the development of, a prospect pipeline that delivers new partnerships, demonstrating a proactive approach, strong initiative and self-motivation.
3. Excellent written and verbal communication skills, with the ability to develop and deliver compelling pitches, proposals and presentations, and communicate impact in a clear, engaging and persuasive way to corporate audiences.
4. Experience creating engaging, high-quality proposals and presentations using Canva, PowerPoint or similar platforms, with a strong eye for visual storytelling and audience engagement.
5. Strong influencing and negotiation skills, with the ability to build consensus and achieve successful outcomes with a range of stakeholders.
6. Target-driven, with a proven track record of securing new income, generating business opportunities and achieving individual performance targets.
7. Strong relationship-building skills, with experience engaging, influencing and developing relationships with senior stakeholders and decision-makers.
8. Excellent organisational and project management skills, with the ability to manage competing priorities, plan effectively and deliver against deadlines.
9. A highly motivated self-starter with the drive, resilience and initiative to identify opportunities, create momentum and progress opportunities through the pipeline.
10. Experience managing and maintaining prospect and pipeline data effectively. Experience of Salesforce or a comparable CRM system is desirable but not essential, as full training will be provided.

As an organisation, we are committed to creating and fostering a culture that promotes safeguarding and the welfare of all children and adults at risk.

Our safer recruitment practices support this by ensuring that there is a consistent and thorough process of obtaining, collating, analysing and evaluating information from and about candidates to ensure that all persons appointed are suitable to work with our children and adults.

The recruitment and selection of our people will be conducted in a professional, timely and responsive manner and in compliance with current employment legislation, and relevant safeguarding legislation and statutory guidance.

Our principles:

- Always seek to recruit the best candidate for the role based on merit including their skills, experience, motivation and competencies. Our robust recruitment and selection process should ensure the identification of the person best suited to the role and the organisation.
- Committed to diversity and equality of opportunity and will interview all applicants (internal and external) who self-declare at application as having a disability and who meet the minimum requirements in the person specification of the vacancy they are applying for.
- We will make reasonable adjustments at all stages of the recruitment process in order to enable successful candidates who declare disabilities to start working or volunteering their time with us.
- Any current member of staff or volunteer who wishes to apply for vacancies and is suitably qualified will be considered and addressed fairly and objectively based on their merit.



- As an organisation committed to safeguarding, we will ensure all under 18's joining the organisation will have ongoing risk assessments to ensure their role and activities are safe and appropriate.
- All documentation relating to candidates will be treated confidentially in accordance with the GDPR legislation.