

AGE UK SOLIHULL JOB DESCRIPTION

Pay Scale: FTE £26,000 - £30,000 FTE

Hours of work: Negotiable, up to 30 hours per week (can be worked flexibly)

JOB TITLE: Partnerships Officer

LOCATION: The Core, Homer Road, Solihull B91 3RG plus hybrid working from home, with some travel within Solihull required

RESPONSIBLE TO: Digital Marketing & Fundraising Manager

JOB PURPOSE: To assist the Digital Marketing & Fundraising Manager in maximising the fundraising income of the charity by developing high-value relationships with businesses, major donors and professional networks.

Main duties and responsibilities:

Corporate partnerships and high-value giving

- Proactively identify, research and prioritise corporate prospects within Solihull and the surrounding area
- Build and manage a pipeline of corporate partners and high-value supporters, from first contact to long-term stewardship
- Confidently approach senior business leaders and decision-makers to develop partnerships
- Secure significant donations, Charity of the Year partnerships, sponsorships, or multi-year support
- Support the Digital Marketing and Fundraising Manager in developing tailored partnership proposals aligned with companies' CSR, ESG, staff wellbeing and community objectives
- Negotiate partnership agreements and ensure clear mutual benefit

Relationship management and stewardship

- Act as the primary relationship lead for corporate partners and key supporters
- Deliver high-quality stewardship, including impact updates, thank-you communications and review meetings
- Identify opportunities to grow relationships over time, including increased giving or deeper engagement
- Represent Age UK Solihull professionally at networking events and meetings (these may occasionally be out of office hours)
- Use LinkedIn and other digital platforms actively for prospecting and stewardship
- Visit local businesses and other community venues in Solihull to maintain relationships and support with fundraising activities
- Work with colleagues to share impact stories, case studies and service knowledge with partners

Strategy, planning and reporting

- Set and manage realistic income targets, pipeline forecasts and KPIs for partnerships income
- Work closely with the Digital Marketing & Fundraising Manager, Fundraising Officer, CEO and Trustees to maximise opportunities
- Support Trustees and senior leaders to use their networks to identify high-net-value individuals that could be approached for support
- Accurately record activity, contacts and income using the charity's CRM system
- Monitor trends in corporate giving and partnerships to inform future planning
- Build case studies and testimonials of successful partnerships
- Ensure a strong understanding across the organisation of partnership activity and opportunities

Safeguarding, Governance and Values

- Help ensure all fundraising activity complies with Age UK policies, data protection legislation and fundraising best practice
- Represent and promote Age UK Solihull's values, mission and brand at all times
- Undertake other duties as the organisation may from time to time reasonably require.

Additional Notes

All staff have an individual responsibility to comply with Age UK Solihull's Policy and Practice on Health and Safety matters.

All staff have a particular responsibility for ensuring that Safeguarding Adults legislation and guidelines are adhered to, that the well-being of at risk individuals is promoted and that at-risk individuals are aware of their right to protection from all forms of abuse.