



Anna Freud

Job Profile

Job title	Corporate Partnerships Officer
Reporting to	Corporate Partnerships Manager
Employer	Anna Freud
Salary	£37,000 FTE per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours, either at our London site (4-8 Rodney Street, London N1 9JH) or our Northern Hub (Huckletree, The Express Building, 9 Great Ancoats Street, Manchester M4 5AD).
Working hours	Full-time: 35 hours per week. Usual working hours are Monday to Friday, 09:00-17:00. Part-time will be considered (minimum 28 hours). Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Term of contract	Permanent

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

The Corporate Partnerships Officer will join a supportive and highly ambitious team in a rapidly growing organisation. Over the past six years, we moved to a new London headquarters in King's Cross in 2019 and developed a strategy to ensure greater national impact. We are delivering an ambitious new strategy for the next three years, 2024-26, with the objective of closing the gap in mental health support for infants, children and young people in the UK, and to play our part in tackling social injustice which leaves the vulnerable and marginalised behind. The post-holder will develop relationships with new corporate partners and support the account management for our growing partnerships offer. The role will involve:

- supporting the Fundraising team to ensure it meets its annual donation income target of £5.5m;
- exploring and pursuing new opportunities for funding and maximising potential new business relationships;
- maintaining our existing pipeline of prospects and donors;
- exploring new fundraising products to help us to increase fundraising potential;
- developing our corporate partnerships capability to meet the aims our fundraising strategy, particularly in relation to unrestricted income which we are aiming to increase from £1m to £2m by 2026;
- supporting on Charity of the Year (COY) corporate partnership applications and helping build out offer;
- further developing regular income from smaller/medium sized multi-year corporate donors.

The role does not currently have line management responsibility.

Main responsibilities of the role

New business development (60%):

- Manage 5 figure applications and opportunities effectively , developing and securing partnerships to maximise income and other benefits for Anna Freud;
- Prospect Identification and research including COY and Commercial Participators;
- Proactively support with new business proposals and partnership contracts;
- Research and input into proposals and presentations for potential corporate partners;
- Assist in the development of Corporate Challenge event packages;
- Identify and attend events to raise the profile of Anna Freud and explore new business opportunities.

Account management (30%):

- Assist with stewardship and creation of stewardship plans for corporate donors;
- Developing resources and processes to help continuously improve the workstream. For example, putting together case-studies of successful projects, or developing feedback surveys;

- Lead on collating information for corporate funder reporting;
- Help look after corporate volunteers and third party or charity run events;
- Ensure prompt donation acknowledgement.

Communication and innovation (5%):

- Create regular internal and external comms to promote partnerships and update Partners, including regular corporate newsletter and website updates;
- Support the creation, production and delivery of ideas and materials to support fundraising activity.

Additional duties (5%):

- Contribute to and support other Fundraising team work as appropriate;
- Assist with the organisation of events connected with the Corporate Partnerships team, and with practical tasks for other departmental events, as required;
- Build strong and collaborative relationships across Anna Freud to ensure excellent understanding of our work in order to be able to explain our work to our funders and supporters;
- Ensure all activities adhere to Fundraising Regulation and Data Protection standards;
- Keep Raiser's Edge database up to date and support the migration on to Salesforce;
- InDesign or similar design programme skills are a plus (but not essential to the role).

All employee responsibilities:

- Maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview)
Experience and/or knowledge	
Successful fundraising from corporates with a demonstrable track record of developing lasting philanthropic relationships.	Application/Interview
Experience and evidence of managing corporate accounts.	Application/Interview
Experience and evidence of meeting challenging deadlines and targets.	Application/Interview
Skills and/or abilities	
Able to take new relationships to a level where you can ask for and secure donations.	Application/Interview
Able to prepare clear proposals for funding and complex cases for support for a range of corporate donors.	Application/Interview
Strong verbal and written communication skills.	Application/Interview
A 'can do', hands-on pragmatic approach.	Application/Interview
Commitment to the objectives and values of Anna Freud.	Application/Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on recruitment@annafreud.org. We aim to

provide reasonable adjustments where operationally possible for the work that we do.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.