



Job Description: New Business Corporate Partnerships Officer

Salary: O3 London, £32,228

Department: External Relations

Duration: Permanent

Location: Hybrid working (London Office Base)

Department: External Relations

Key working relationships: Senior Corporate Partnerships Manager, New Business Partnerships Manager, Head of Partnerships & Philanthropy, External Relations Director, Head of Engagement, Head of Brand, Marketing and Comms, Senior Trusts and Grants Manager, Assistant Director and Heads of Network Delivery, Assistant Director of Finance, Assistant Director of Impact, Senior Leadership Team, CEO, Trustees, supporters, young people.

Purpose of the job

This role is an exciting opportunity for an outstanding individual to join the UK Youth Fundraising team. UK Youth already works with a broad range of exciting corporate partners, including Coca-Cola Europacific Partners, KFC, Burger King and RSA Insurance. This role focuses on identifying and securing new income generation opportunities with Corporate Partners across strategic, commercial and charity of the year style collaborations.

About UK Youth

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes. UK Youth plays a unique role in addressing the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

Why work at UK Youth?

Young people are facing a complex and increasingly challenging world. There are pressures on their mental health, employment prospects, and even physical safety. Youth work is an essential tool to help young people navigate these difficulties and set them up with skills for life. But over ten million young people are currently unable to access this life changing and even life-saving resource. UK Youth brings together young people and youth workers with business leaders, teachers, doctors, and other professionals to identify solutions, provide practical support and campaign for social change. By working at UK Youth, you will be a joining a committed group of people who are seeking to tackle the systemic problems letting young people down.

We are a value-based, passionate and committed organisation offering a friendly working environment with lots of opportunities for professional development and socialising, from lunch and learn sessions, staff quizzes and UK Youth team within the Charity Softball League. UK Youth prides itself on being an Equal Opportunity employer and we would particularly welcome

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applications for this role from those who identify under one of the protected characteristics under the Equality Act 2010.

We value the differences that a diverse workforce brings and are committed to inclusivity, and to employing and supporting a diverse workforce. Our selection procedures ensure that people are treated on the basis of their relevant merits, experience, skills and abilities and that no individual receives more or less favourable treatment.

Key responsibilities:

- Support the Corporate Partnerships team to secure income from new corporate organisations and achieve new business targets
- Identify new corporate opportunities to add to the new business corporate pipeline
- Pro-actively engage new businesses using a range of methods: e.g. networking at events, cold calls, emails, LinkedIn
- Lead on the completion of the due diligence process for new partnership opportunities.
- Support the development of warm relationships with prospective funders and find opportunities to engage them in the work of UK Youth
- With the support of the Corporate Partnerships Team, develop corporate bids, budgets and proposals, managing the process across different teams, cultivating strong relationships with internal and external stakeholders
- Support on the creation and presentation of high quality, persuasive funding bids to C-suite audiences and senior stakeholders
- Ensure all donations are accurately recorded and recognised, working closely with the finance team
- Ensure that the CRM is up to date and accurate at all times
- Support the Corporate team to keep up to date with trends, research and data on fundraising and corporate partnerships, helping to inform long-term strategy.

Commented [MG1]: I'd suggest adding a bullet on pulling together budgets for all funding proposals - really important they understand the need to allocate a % of funding to cover facilitation of the partnership + a core contribution

Commented [MG2R1]: Worth adding something about leading pitches at a senior level? Both internally & externally - they need to be comfortable pitching WITH our SLT/Ndidi and TO C-suite level.

Events, marketing and communications

- Input into the creation of impactful supporter communications, working closely with the Partnerships and Fundraising team and other teams across the organisation as required
- Support with the marketing and communications team to develop ways to promote partnership opportunities with UK Youth across our social media channels
- Work closely with the events team to ensure that prospective partners and warm leads have ample opportunity to engage in our work
- Identify opportunities and positively contribute to raising the profile of the charity
- Attend external networking events and conferences to raise the profile of UK Youth's work and meet potential donors.

Strategy and Performance

- Manage and operate within the agreed business plan and budget to ensure that UK Youth fundraising targets are met
- Support the development of the corporate new business pipeline

General Responsibilities

Commented [MG3]: Could add a bullet here on feeding into corporate strategy?



- Professionally and positively represent the organisation at all times
- Feed into the corporate fundraising strategy
- Attend and participate proactively in staff meetings, team meetings and other meetings as required
- Work effectively with colleagues to achieve the aims and objectives of the charity
- Support organisation-wide initiatives to facilitate cross-team working
- Proactively contribute to the effectiveness of meetings, knowledge sharing and staff development
- Take reasonable care of their own health and safety and for that of others who might be affected by their own work, as required by law and described in the relevant operating procedures and policies
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Key working relationships

The post holder is responsible for working with a wide range of individuals and organisations. These include:

- Prospective and current corporate partners
- UK Youth's CEO, Directors and other staff of UK Youth
- UK Youth's Trustees
- UK Youth's Network including youth workers and young people

Person Specification:

Experience

- Experience in a sales or corporate fundraising role
- Proven track record of corporate partnerships fundraising/ securing sales targets from new organisations
- Experience of working in a busy and deadline-driven environment and achieving ambitious targets
- Experience negotiating, pitching and presenting to senior (C-suite) internal and external stakeholders
- Experience of using a donor database/ CRM system (eg. Salesforce, Microsoft Dynamics)

Commented [MG4]: I'd suggest amending this to say voluntary sector experience or corporate sales experience - I didn't have any voluntary sector experience when VC hired me.

Knowledge, skills and understanding

- Knowledge of the commercial sector and how to engage senior stakeholders and decision makers
- Knowledge of the sales/ fundraising processes and principles
- Able to build relationships quickly and effectively
- Strong verbal communicator
- Excellent written communication skills and an ability to produce compelling and creative proposals and pitches
- Excellent planning and organisation skills and the ability to work to deadlines
- Basic analytical and project management skills
- Basic understanding of how to prioritise effectively when working on multiple projects
- Well-developed IT skills, including Microsoft Office
- Empathy with the needs of young people and the work of UK Youth

Commented [MG5]: I'd add something in about securing high value, 6 figure partnerships too

Commented [MG6R5]: + being confident in/ proven track record of negotiating. This person needs to be able to hold their own in difficult conversations with funders

Commented [MG7]: Not just engage, also project manage key stakeholders - for big pitches they will definitely need to be responsible for project management which will include securing the relevant people for the pitch (CEO/CIO/a young person/ Head of etc) + the content/ deck + the narrative/scripts + briefings & run throughs etc etc

Personal qualities

- A pro-active, target driven, self-motivated and enthusiastic individual with initiative and commitment to achieving results
- Willingness to learn and develop
- Strategic thinker and team player
- Excellent interpersonal skills
- People-person with a knack for influencing and negotiating
- Excellent organisation and time management skills
- Passion for fundraising and youth sector.

Desirable

- Successful experience of fundraising for youth causes specifically

Commented [MG8]: Consider making this an 'ideally'? It's far more important they have the tenacity/ attitude needed for this role than specific experience in charity sector/ youth causes.

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the



organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.