

Partnership Development Manager

Job Description and Person Specification

Job Title: Partnership Development Manager

Salary: £34,500.

Contract Type: Contract for 18 months; there is a strong possibility that currently anticipated growth in the team may see this role become permanent during the contract term. Full time (35 hours per week) although flexible hours may be considered; the role may require occasional evening and weekend work

Working location: Home based. The post holder should expect to come into the office a minimum of two days per month, with the possibility of up to five days per month being routinely required.

Reporting to: Partnership Development Lead, Corporate Partnerships team

BACKGROUND

The latest research suggesting that the number of children and young people at risk of hunger has rocketed to three million means that one in five children don't have enough to eat.

When a child is too hungry to learn, when they're aching for something to eat, they can't concentrate. They can't absorb information. Big feelings and worries can be impossible to control. They fall behind in their studies.

Magic Breakfast provide a nutritious and filling breakfast to over 200,000 children and young people every school day. We work with schools in areas of high disadvantage, helping staff target the children most in need without barrier or stigma.

Magic Breakfast are ambitious to grow our impact in order to remove hunger as a barrier to learning for all children and young people in the UK. To do this, we need to continue to grow our fundraised income, of which new corporate income is a significant element.

JOB PURPOSE

We are seeking candidates who are after the next step in their fundraising journey. You will already have strong credentials and be ready to start your journey into Partnership Management which will include leading in delivering the new business plan and working closely with colleagues in the Partnership Development team and across the organisation to identify, create and secure new strategic, multi-year corporate partnerships

You'll be ambitious to take the next step and we are on hand to support and offer you training and a positive working environment to allow you to gain confidence and knowledge in the role at a steady pace.

KEY RESPONSIBILITIES:

Pipeline development and cultivation:

- Building a pipeline that reflects Magic Breakfast's restricted and unrestricted funding needs, including Gift in Kind requirements, working with the Partnership Research Executive to research and identify prospects with potential.
- Managing and cultivating prospects; considering the most relevant and motivating approach for each prospect in terms of messaging, tone and mechanic, taking advantage of networks to make introductions and building relationships, summarising the above for key prospects in a Cultivation Plan.
- Making use of multiple tactics to secure meetings with prospects including, for example, cold calling, emailing, running events, event networking and social selling on platforms like LinkedIn.
- Following up appropriately on inbound activity.
- Ensuring that accurate and up to date prospect and partner records are maintained on our database.
- Ensuring that risk-screening and due diligence processes have been completed in line with Magic Breakfast's Ethical Fundraising and Due Diligence policies.
- Ensuring compliance with all regulatory and best practice standards including the Fundraising Code of Practice.

Planning and pitching:

- Understanding each prospect's strategic interests through meetings, discussions and research and defining the mutual advantage in partnership.
- Developing and delivering engaging, relevant and impactful pitches and written proposals to prospective partners.
- Considering and preparing appropriate costings and pricing approaches for each prospect.
- Where appropriate, working with prospective partners to agree partnership vision, objectives and KPIs in collaboration with the Account Manager.
- Actively involving appropriate individuals from across the organisation in support of all the above.
- Developing relevant contractual approach and ensuring agreement is shared and explained to prospect, signed internally (using Delegation of Authority to guide) and filed in a timely manner.
- Preparing and delivering thorough handovers of new partners to Account Managers or to Small Corporates team.

General:

- Working closely with the Partnership Development Lead, contribute to the development of the new business strategy and annual planning and budgeting cycle.

- Along with other team members, identifying areas for improvement and initiating projects that deliver these improvements.
- Forecasting through Salesforce and ensuring this is up to date on a weekly basis.
- Keeping close to trends in both corporate giving and competitor activity to leverage opportunities and use insights in development of proposals.
- Exemplifying through behaviour our values-led culture that encourages curiosity, engagement, positivity and continuous improvement underpinned by a commitment to social impact, ensuring that children and young people are at the heart of everything we do.
- Working collaboratively across the organisation to build good working relationships.
- Actively contributing to team meetings and supporting team members where necessary.
- Participating in occasional work-related events at external venues.
- Undertaking any other duties commensurate with the role.
- Adhering to all Magic Breakfast policies and procedures.

PERSON SPECIFICATION

Skills and abilities

- Ability to self-start and work independently; driving your prospect pool, understanding donor motivations, cultivating your networks and establishing great relationships both with prospects and internally.
- Evidence of ability to think strategically; applying creativity and fundraising expertise to the partnership development process, to make the most of potential prospects and generate sustained income growth.
- Aptitude for identifying, cultivating and converting high quality prospects into long-term partners, drawing on resources and support from across the organisation in the process.
- Expertise in relationship-building and influencing, with prospects and internally.
- Good use of judgement in terms of when to escalate and when to delegate.
- Confidence in using Microsoft Word IT packages.

Knowledge and experience

- Knowledge of corporate acquisition strategies and tactics, including understanding what's important in terms of donor motivations and the cultivation process.
- Experience of cultivating significant strategic partnerships to maximise the value and to Magic Breakfast.
- Comfortable working with a financial target.
- Understanding of how to get the best from Salesforce, recording and analysing prospect information.
- Experience of and confidence in conducting due diligence.
- Familiarity with the UK charity market and fundraising trends, techniques and best practice.

Other

- Passion for Magic Breakfast's mission of ensuring that no child is too hungry to learn.
- Shared commitment to our values and active contributor to our enabled and empowered culture.