

Job Description

Job Title: Relationship Manager (Philanthropy & Business Partnerships)	Department: Income Generation, Operations & Governance
Reports To: Associate Director: Strategic Fundraising & Partnerships Direct Reports: Fundraising Executives (4)	Hours: 35 hours per week (part time considered for the right candidate). Occasional evening and weekend work required. Hybrid working opportunities available. Band: D
<p>Main Purpose of the Job:</p> <p>The post holder will lead and grow the high value philanthropy and business partnership programmes with ambition and pace, stewarding relationships and partnerships to drive growth and impact through a supporter first approach. They will champion an organisational culture promoting collaboration across departments, prioritising the supporter experience and long-term value above individual budgets.</p> <p>As a visible and influential leader, the post holder will bring gravitas and an ability to build credibility and trust with senior leaders, Board members, and external stakeholders through professionalism, integrity, and sound judgement.</p> <p>They will provide strong, values driven leadership to their team, setting clear expectations, fostering high performance, and empowering staff and volunteers through coaching, development, and consistent accountability.</p> <p>They will use data, insight, and external intelligence to shape work programmes, ensuring decisions are evidence based, opportunities are maximised, and income growth is sustainable.</p> <p>Through strong relationship management, strategic networking, and the ability to influence at all levels, the post holder will strengthen and diversify the Hospice’s major donor and business partnership portfolios, ensuring that every supporter feels valued, engaged, and connected to our mission.</p>	
<p>Key Accountabilities:</p> <p>1. <u>Financial & Strategic</u></p> <ul style="list-style-type: none"> • Working with the AD Strategic Fundraising & Partnerships devise, develop and deliver a programme of activities to achieve agreed targets for ambitious growth, proposing new initiatives and improvements in ways of working where appropriate. • Actively contribute to budget and strategic planning process and lead on the delivery of this, ensuring all members of the team are aware of the team targets, inspiring them to take ownership of key projects/activity. 	

- Own and lead specific strategies to deliver financial growth over areas of control ensuring decisions prioritise long term lifetime supporter value and sustainable income.
- Have a planned approach to KPIs, to provide regular updates based on analysis, insights and actions taken to support target delivery.
- Manage delegated budgets with authority and accuracy, providing clear reporting, narrative insights, and confident recommendations to senior stakeholders.
- Work collaboratively with the other Managers within the department to develop and deliver the overarching Hospice income generation strategy.

2. Programme & Relationship Management

- Build and steward high-value partnerships and external relationships, demonstrating gravitas, credibility, and a strategic approach to maximising lifetime value.
- Maintain a defined portfolio of major donors and business partners, ensuring timely progression of relationships and a healthy pipeline of future prospects.
- Collaborate with other managers to ensure seamless supporter journeys across the organisation, removing barriers and championing a supporter-first culture.
- Use data dashboards, reporting, and evaluation tools to monitor performance, identify opportunities, and drive continuous improvement.
- Work closely with Marketing & Supporter Care colleagues to deliver aligned and impactful messaging, campaigns, and engagement activities across multiple channels to strengthen our philanthropic and partnership proposition.
- Lead the design and delivery of innovative engagement programmes that reflect supporter needs, motivations, and feedback.
- Oversee accurate CRM usage, ensuring data is complete, insight ready, and leveraged to identify cross selling, upgrading, and stewardship opportunities

3. Business Partnerships (Corporate Philanthropy & Strategic Relationships)

- Develop creative, multidimensional business partnerships that go far beyond traditional cash donations, inspiring companies to engage their entire workforce through payroll giving, volunteering, events, challenges, skills-based support, and year-round participation opportunities.
- Broaden and diversify the partnership portfolio by proactively securing new companies across varied sectors, mitigating reliance on a small number of existing partners and ensuring a resilient, sustainable business network.
- Design and negotiate high value partnership opportunities including event sponsorship, naming rights, and bespoke branded initiatives that offer businesses increased visibility and meaningful association with the Hospice.
- Work collaboratively with businesses to codesign and coproduce partnership offerings, ensuring they reflect mutual objectives, business priorities, and the interests, motivations, and demographics of their workforce.
- Develop compelling and innovative propositions that combine social impact, employee engagement, and brand alignment, positioning the Hospice as a strategic and creative partner of choice.

- Stay ahead of sector trends and emerging partnership models, continually exploring new ways businesses can support the Hospice beyond financial contributions — such as sustainability initiatives, skills exchanges, innovation projects, and shared value programmes.

4. Philanthropy (Major Donors)

- Lead the identification and cultivation of major donor prospects using research, networks, and intelligence to inform a high quality and diverse prospect pipeline.
- Develop and deliver personalised cultivation and stewardship plans for high value individuals, ensuring a premium supporter experience aligned to their interests and motivations.
- Create compelling cases for support and high value proposals that clearly articulate need, impact, and philanthropic return.
- Represent the organisation with credibility and gravitas in high level donor meetings and networking environments.

5. People Leadership & Management

- Lead collaboratively across Fundraising, Marketing, Supporter Care and wider Hospice teams championing a supporter first culture.
- Provide leadership to a highly motivated team including volunteers; fostering a culture of innovation, and high levels of engagement with the support and skills required to fulfil their roles and develop to their full potential.
- Review performance regularly. With a robust succession plan, growing talent through regular 121s, appraisals and Personal Development Plans to drive a high-performance culture.
- Ensure Health and Safety is taken seriously by all colleagues and volunteers, and training is kept up to date within areas of responsibility.
- Ensure the team is compliant with all (internal & external) regulations and policies.
- To ensure where KPIs are underperforming that a “coach” approach is taken to support delivery. Where consistent issues arise, actively manage performance according to procedure, seeking advice from HR when required.
- Model gravitas and professional credibility, influencing others through expertise, values-based behaviour, and sound judgement.
- Provide cover within Income Generation department during periods of absence/leave.
- Act as a credible and reliable deputy for the Associate Director: Strategic Fundraising & Partnerships as and when required.

6. Values & Ways of Working

- Keep abreast of sector trends, best practice, changes in regulation, emerging technology and develop contacts within the Hospice network.
- Work collaboratively with other departments to effectively cross sell partnerships to our wider supporter base. .
- Develop a strong working partnership with senior managers in Income Generation and the wider Hospice.

- Uphold and actively role-model the values of Willen Hospice in all actions, decisions, and behaviours.
- Demonstrate a “One Willen” mindset, working collaboratively across teams to deliver a seamless and joined-up supporter experience.
- Foster a positive, inclusive, and supportive working environment built on constructive challenge, mutual respect, and clarity of expectations – demonstrating kindness in how people are treated, while being firm on issues, performance standards, and organisational priorities.
- Prioritise the wellbeing, dignity, and experience of supporters, volunteers, colleagues, patients, and families.
- Embrace accountability and demonstrate personal ownership for delivering high-quality work and organisational goals.
- Undertake other duties as requested by the AD Strategic Fundraising & Partnerships.

Code of Conduct for all Employees

1. To operate at all times within the Willen values.
2. To act in a way that promotes the wellbeing of staff, volunteers, patients and families.
3. To work constructively with colleagues and stakeholders at all times.
4. To act as an ambassador for Willen at all times
5. To maintain confidentiality at all times.
6. To participate in annual Appraisal and attend any training identified.
7. To attend all mandatory training, e.g. fire training, moving etc.
8. To abide by the Policies and Procedures of Willen Hospice.

Person Specification

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Consider the type of person required to perform in the role overleaf. Please indicate those requirements that are essential and those that are preferred on the form below:

	Factor	Requirement
1	Communication & Relationship Skills	Strong communication skills. Proven track record of networking and relationship building skills with the ability to successfully develop new contacts. Required to demonstrate tact, diplomacy and influencing skills, with the ability to articulate strategic priorities, organisational impact, and cases for support to high level audiences in a compelling, tailored way. Team player with a confident, friendly, professional and outgoing personality and a determination to succeed. Confident to deliver presentations to secure support/investment including at Board level. Should have good command of English language
2	Knowledge, Training & Experience	Three years minimum business development (in a corporate setting or some formal training or qualifications in account management) or philanthropic development. Be able to demonstrate growth of accounts in past experiences. People-management experience, including volunteers desirable. Significant experience working with senior leaders, major donors, senior business executives or trustees in a strategic relationship environment. Experience of influencing internal decisionmakers to align resources and priorities in support of philanthropic or partnership objectives. Demonstrable involvement in high level relationship building within complex organisations. Strong IT skills with experience of using spreadsheets and databases, and problem-solving investigation skills preferred. Good numeracy skills.
3	Analytical & Judgmental Skills	Ability to analyse data and generate actionable insights such as assessing financial and non-financial trends from spreadsheets and databases and adjust plans and targets as required. Undertake cost benefit analysis and review the return on investment. Skilled at interpreting strategic information and using it to influence leadership discussions and donor decisions.
4	Planning & Organising Skills	Actively contribute to strategic plan. Excellent organisational skills; plan team workload and staffing including volunteers ensuring the delivery of the corporate KPIs and longer-term projects. Plan work pattern of third-party supporters.
5	Physical Skills	Regular keyboard use and required to drive on company business.
6	Responsibility for	No immediate patient contact.

	patient or client care	
7	Responsibility for Policy/Service Development	Responsible for developing sustainable income from corporate and philanthropic partnerships, and driving success in this area, identifying areas for development and delivering KPIs. Uses test and learn approaches to shape strategic planning. Applies insight and behavioural understanding to inform development of new propositions or optimisation of existing ones Operate within organisational policies and procedures and leading improvements in own area.
8	Responsibility for Financial & Physical Resources	Delegated budget holder for philanthropy and business partnerships. Responsible for achieving income target and KPIs. Leading on the setting of department budget in collaboration with the Associate Director: Strategic Fundraising & Partnerships. Occasional handling of stock and/or cash. Reconcile income.
9	Responsibility for Human Resources	Line management of team, including volunteers. Train and develop staff, supervise day-to-day activities and plan working patterns to ensure cover. Guide and advise others as required.
10	Responsibility for Information Resources	Ensure the accurate maintenance of supporters' records by the team, ensuring compliance with GDPR and Data Protection. Uses data and insight to inform senior level decisions. Produce regular reports using data on outcomes against KPIs. Fully conversant with MS Office and Databases.
11	Responsibility for Research & Development	Undertakes detailed research of sector trends, analysis of our performance, and identify ideas for development to guide continuous improvement.
12	Freedom to Act	Operates within given parameters by the Director of Income, Operations & Governance, but decides how expected results will be delivered as Relationship Manager (Philanthropy & Business Partnerships). Role is managed rather than supervised with the postholder having significant autonomy deciding how objectives will be delivered. Progress against requirements assessed at agreed intervals. Operates within organisational policies and guidelines.
13	Physical Effort	Occasional requirement for manual handling. Occasional assistance at events, carrying material to promotional events which may require some moderate moving & handling.
14	Mental Effort	Concentration required when undertaking analysis, and research. High levels of sustained concentration required for senior-level planning, negotiation, and relationship development.
15	Emotional Effort	Required to demonstrate empathy with staff, volunteers and with customers linked to Willen. Sensitive conversations with senior stakeholders, philanthropists, and those connected to emotionally charged motivations for giving.
16	Working Conditions	Good office environment. Regular use of VDU. Occasional out-of-hours engagement for senior-level donor, corporate partner, or Board-related events.