Post: **Corporate Partnerships Manager**

Delegated Authority **Level 5**

Team: **Communications**

Responsible to: **Head of Communications**

Job Purpose

To develop and implement a corporate fundraising strategy for SHP, building and maintaining corporate partnerships to generate income to an agreed target.

The Corporate Partnerships Manager will be responsible for driving forward a successful programme of fundraising from the corporate sector, cultivating strong relationships with existing and prospective partners in a way which communicates the values of the charity and builds potential for long term support. This will include day to day account management and making tailored applications to win new business.

The post-holder will develop opportunities for volunteering and engagement which benefit SHP and provide rewarding experiences for corporate employees. They will also support corporate partners to maximize the impact of their fundraising through a range of activities.

While their primary focus will be on corporate relationships, the post-holder will also support other income generation opportunities such as community, major donor and events fundraising. This will include working with staff to develop a joined-up approach to local fundraising based on the charity's strategic priorities.

Key Accountabilities

1.0 ACCOUNT MANAGEMENT

1.1 To manage SHP's existing Charity of the Year partnership(s) to ensure the charity maximises income and awareness, meets the client's needs and, where possible, produces a lasting legacy from each partnership.

1.2 Support partners' senior staff and CSR managers to gain buy in from their employees, providing regular updates on the impact and achievements of the partnership.

1.3 Support corporate partners to maximize the impact of their fundraising through a range of activities including challenges and appeals, employee giving, events and gifts in kind.

1.4   Trouble shoot and resolve any complaints raised or obstacles identified by corporate partners which may compromise the smooth running of the partnership.

2.0   STRATEGY AND INTERNAL ENGAGEMENT

2.1   With the Head of Communications, develop a corporate fundraising strategy, policy and guidelines to determine the objectives, financial targets, partnership criteria and good practice that should underpin our corporate relationships.

2.2   Work with SHP staff to design a compelling corporate engagement 'offer' with a flexible and diverse menu of opportunities for prospective corporate partners.

2.3   Engage staff at all levels of the organisation in the corporate partnerships programme and win buy-in across teams and departments.

3.0   NEW BUSINESS ACQUISITION

3.1   Identify, research, evaluate and develop new corporate leads, growing the pipeline of new corporate prospects with a view to securing five and six figure relationships, while ensuring a strong match between the interests and needs of each funder and the strengths and organisational objectives of SHP.

3.2 Prioritise and approach a target list of prospective corporate partners, based on each companies' values, structure, giving potential, CSR agenda and selection policy.

4.0   PROGRAMME MANAGEMENT AND INTERNAL LIASON

4.1   Develop and maintain a detailed knowledge of SHP projects in order to produce applications that reflect the funding needs and operational priorities of SHP, and to produce informative reports for donors.

4. 2 Liase with Services staff to develop corporate applications and maintain a strong corporate engagement offer, aligned with operational needs and priorities.

4.3   Work with Business Support and Services to ensure that corporate volunteers are properly risk assessed and supervised and that all SHP corporate partnership activities are fully compliant with health and safety and insurance requirements.

4.4   Liaise with service managers to arrange visits for representatives of companies and other supporters.

4.4   Monitor and regularly share information across SHP about the impact of corporate partnerships to promote staff buy-in.

4.5   Regularly review the effectiveness of the corporate partnerships programme in consultation with relevant SHP staff.

5.0   OTHER FUNDRAISING

5.1   With the Head of Communications, develop policy and guidelines to determine the good practice that should underpin community-based and/or individual fundraising across the organisation.

5.2   Work with colleagues to embed a professional, consistent and joined up approach to individual donor fundraising based on the charity's strategic priorities.

5.3   Develop or co-develop a fundraising toolkit to support staff to raise money locally.

5.4   Put systems in place to cultivate an individual donor base, including monthly giving, online fundraising and e-marketing communications.

5.5   Work with Services and the Communications team to devise and implement targeted, creative and engaging fundraising campaigns and where appropriate, tie these in with SHP campaigns aimed at attitudinal or policy change.

6.0   ADMINISTRATION

6.1   Maintain accurate and up-to-date corporate partnership records on a database, monitoring fundraised income against an agreed annual target.

6.2   With support from the Communications Assistant, ensure maintenance of accurate and up to date individual donor records, and analyse the data to inform future strategy; ensure donors are thanked at the appropriate level.

6.2   Work with the Finance team to ensure prompt payment and processing of financial contributions, donations and other fundraised income.

7.0   MARKETING AND EVENTS

7.1   Work with the Communications team to organise corporate partnership and fundraising events, promote SHP's corporate partnership programme and bring to life its impact and achievements.

8.0   EXPERTISE, CONTACTS AND KNOWLEDGE

8.1   Network, build contacts and keep informed of the latest developments in corporate-charity partnerships and CSR.

Technical and professional knowledge and experience required for effective performance

1. Demonstrable experience of successfully generating funds from the corporate sector and account handling commercial client relationships within a fundraising environment, including Charity of the Year partnerships

2. Experience of developing targeted applications and proposals to the corporate sector, with a proven ability to present the charity's work in a compelling way that resonates with corporate audiences and articulates the mutual benefits of prospective partnerships

3. Proven experience of developing good working relationships both within the charity and corporate sectors, including negotiating with and influencing decision makers at all levels

4. Experience of inspiring and supporting employees to fundraise across a complex organization

5. Experience of working with a fundraising database, e.g. Raisers Edge

6. Experience of project management and analysis, monitoring and evaluation and running projects to deadline; highly numerate and attentive to details.

7. Entrepreneurial, results-driven and able to work on own initiative and also as part of a team meeting deadlines under pressure.

8. Excellent written and verbal communication skills; able to deliver public presentations with confidence and flair.

9. Strong analytical skills and the ability to think strategically

10. Educated to degree level or equivalent

11. Understanding of and sympathy with SHP's Mission and Values

Competencies Required For Effective Performance:

Competency	What this looks like in practice	Level
Analytical Thinking (The ability to give proper consideration to problems and to come up with good solutions.)	**Gathers the required information to solve problems** ▪ Steps back from the problem and thinks about what information is required. ▪ Collects the information required to solve the problem. ▪ Draws upon and learns from previous experiences of self and others. ▪ Organises the information in a logical way.	1
	Sifts and analyses information ▪ Processes information quickly and draws accurate conclusions. ▪ Breaks down problems into their parts, identifies cause and effect. ▪ Makes accurate deductions. ▪ Evaluates whether arguments or cases are complete or sound. ▪ Challenges incorrect information or discrepancies. ▪ Reflects on what they've done and learns from it.	2
	Solves complex and strategic problems ▪ Sees beyond the immediate issue. ▪ Considers the wider and strategic implications. ▪ Takes into account wider political, social and economic factors. ▪ Is able to articulate abstract and complex problems… ▪ Carries out analysis of complex information in order to identify the main issues. ▪ Considers the whole process or situation from different angles. ▪ Proposes new or original solutions.	3

Commitment and Drive (The ability to take the initiative and achieve targets and results)	**Is conscientious and professional** ▪ Meet targets and deadlines. ▪ Do what they say they are going to do. ▪ Prepares properly for meetings and events. ▪ Complies with defined policies and procedures. ▪ Understands the need to evidence what we do. ▪ Completes paperwork and reports in line with standards.	1
	Is proactive and solution focused ▪ Is enthusiastic and positive in what they do. ▪ Do things before they need to be told. ▪ Find solutions for themselves. ▪ Knows when to make decisions and when to seek support from others ▪ Is flexible and adapts response according to the situation while working within. SHP policies and procedures.	2
	Goes the extra mile ▪ Willingly take on extra tasks and/ or responsibilities outside of their current role. ▪ Look for and enjoy new challenges and opportunities. ▪ Achieve results through their own motivation and drive. ▪ Starts and carries through new projects. ▪ Consistently achieve high standards for themselves (and others).	3
Efficiency and Effectiveness (The ability to plan and organise work so that	**Organises own work** ▪ Thinks ahead about what needs to be done. ▪ Sets clear priorities for work. ▪ Shows good attention to detail; checks work for accuracy. ▪ Keeps files and other paperwork up to date. ▪ Knows where to find things. ▪ Meets targets and deadlines.	1

deadlines, targets and standards are met)	**Consistently delivers work on time and to standards** ▪ Produces work quickly ▪ Meets quality standards. ▪ Plans work and projects, sets clear milestones. ▪ Monitors progress and takes action where performance deviates from plan. ▪ Juggles several tasks and projects at any one time without letting any drop.	2
Teamworking (The ability to work cooperatively and supportively with their own team and other teams across SHP)	**Supports and considers others** ▪ Does their fair share. ▪ Is flexible and is prepared to help with things which are outside their own role ▪ Sees when others are struggling and offers help. ▪ Owns their decisions and does not pass the buck. ▪ Actively contributes to team meetings. ▪ Shares knowledge and ideas with colleagues. ▪ Actively supports other teams across SHP. ▪ Promotes SHP as an organisation inside and outside the organisation.	1
	Builds team spirit ▪ Acts to promote cooperation in the team. ▪ Emphasises the strengths of the team and builds on them. ▪ Offers support and coaching when required. ▪ Proactively identifies and manages conflict within the team. ▪ Takes collective responsibility for team actions and decisions. ▪ Represents the team positively to others in SHP.	2
	Promotes teamwork across SHP ▪ Actively encourages teams across SHP to share best practice and new ideas. ▪ Ensures that each team understands how they contribute to the organisation as a whole. ▪ Finds out what other departments are doing to see if they can learn from them or to share ideas. ▪ Ensures that each service/area promotes SHP as a whole externally and internally.	3

Effective communication (The ability to communicate with others in a cooperative and sensitive way.)	**Communicates clearly** ■ Can talk to different types of people effectively. ■ Checks that they have been understood. ■ Speaks to people in a respectful and courteous manner. ■ Respects and takes into account cultural differences. ■ Uses appropriate body language. ■ Writes clearly and concisely. ■ Uses appropriate methods of communication.	I
	Shows warmth and consideration to others ■ Is open and honest. ■ Makes ever effort to put people at their ease. ■ Is a good listener; gives people time. ■ Takes time to tune into what others are really thinking and feeling. ■ Is very aware of their own emotions and feelings and how these impact on others	2
	Influences people inside and outside the organisation ■ Speaks with enthusiasm and conviction. ■ Networks effectively inside and outside of SHP. ■ Adapts their style and approach to the needs of the audience. ■ Presents information so that others understand and are engaged. ■ Sells the benefits of their proposals to others. ■ Finds win- win results for both parties in a negotiation.	3
Resilience (The ability to deal with situations with clients and colleagues with confidence.)	**Is self aware** • Takes time to reflect on actions and behaviours and learn from them. • Admits when they make mistakes and learns from them. • Has the confidence to review what works and does not work. • Is aware of their own strengths and areas for development. • Takes responsibility for their own learning.	I

	Is assertive and self confident • Presents self in a confident manner. • Raises issues in a constructive way. • Able to make clear decisions and act on them. • Remains calm and self controlled in challenging situations. • Acts decisively and appropriately in a crisis.	2
Putting the Customer First (The willingness and ability to deliver the best possible **person centred** service to our customers - customers may be service users, RSLs, statutory bodies, colleagues in other departments etc.)	**Builds effective relationships with customers** ▪ Makes themselves available for the customer. ▪ Treats people with respect and courtesy ▪ Explores with customers their specific needs ▪ Is very clear with boundaries – the customers and their own. ▪ Recognises that SHP exists to provide a service to our customers.	1
	Finds positive solutions to meet customer needs ▪ Actively seeks and offers alternative ways of meeting customers needs ▪ Is responsive to customer problems, and works with them to resolve problems promptly. ▪ Foresees problems rather than waiting for them to happen ▪ Asks for feedback from customers about the service provided, and acts on it. ▪ Establishes effective working relationships with other agencies to meet customer needs. ▪ Knows when to refer on to other agencies.	2
	Takes actions to improve customer service ▪ Asks for others' ideas about how service can be improved. ▪ Looks for ways to make procedures and systems more customer-friendly. ▪ Involves customers in continuously improving the service. ▪ Collaborates with other agencies and organisations to promote joint working. ▪ Ensures that customer feedback affects real change across SHP.	3

Embracing Change and Innovation (The willingness and ability to adapt to changing circumstances and come up with new and innovative ideas.)	**Responds positively to change** • Sees the positive aspects of change. • Is flexible and adapts easily to new requirements. • Is willing to learn and to take on new skills. • Offers constructive alternatives if they disagree with a change.	1
	Generates new ideas • Challenges the way that things are done now and proposes a better way. • Comes up with creative solutions and ideas. • Seeks new ways of working in partnerships. • Asks for others ideas on how changes and new ideas can be implemented. • Looks for new opportunities for promoting SHP.	2
	Is entrepreneurial • Finds innovative solutions for improving the service. • Look for many different ways of creating new business. • Seizes opportunities to respond creatively to strategic external agendas.	3