



Partners in possibility
after spinal cord injury



An introduction from the Director of Fundraising

I know applying for a new role is a big decision: you are choosing the organisation, the team and the people you want to spend your time with just as much as we are choosing you. So, alongside everything else in this pack, I wanted to tell you a little about why I think this is such an exciting time to join our Fundraising team and what you can expect from working with me.

At Back Up, our ambition is significant. Our *Limitless Ambition* strategy sets out what we want to achieve for people affected by spinal cord injury, and fundraising has a critical role to play in making that possible. We need to grow sustainable income, deepen the relationships we have with our supporters and partners, find new opportunities, and be willing to think differently about how we fund our work.

That makes our Partnerships team incredibly important, and it makes the role you are considering much more than simply delivering an income target.

We are building a team that is ambitious about what it can achieve, but also one that genuinely enjoys working together. I want us to be strategic and commercially minded while never losing sight of why we are here. I want us to use evidence and data, but also curiosity and creativity. And I want us to be comfortable challenging each other, trying new things and occasionally getting things wrong, because that is often how we find better ways of doing things.

Those ideas are reflected in Back Up's values. We embrace challenge, build inclusive communities, have fun and are ambitious for each other. In particular, our ambition is coupled with being proactive, pushing boundaries, trying new approaches and learning quickly.

That is also very much how I like to work.

You can expect me to be collaborative, open and engaged. We'll work together on the big strategic questions as well as rolling our sleeves up when we need to. I'll give you the space and trust to lead your area, but I'll also be there to support you, challenge your thinking and help remove barriers. I don't believe that good fundraising happens in isolation, so we'll work closely across Fundraising and with our colleagues in Services, Finance, Marketing and Communications and the wider organisation. Both of these roles are deliberately built around that kind of collaboration.

So, who am I hoping will apply?

Of course, the experience and skills in the job description matter. But I'm equally interested in how you work. I'm looking for people who are curious and proactive; who build great relationships; who can see opportunities and have the confidence to pursue them; who care about doing things well without needing everything to be perfect before getting started; and who are generous with their expertise and want the people around them to succeed too.

You don't need to arrive knowing everything about Back Up or spinal cord injury. What matters is that our mission resonates with you, that you share our ambition, and that you're excited by the opportunity to use your skills to help create a positive future for people affected by spinal cord injury.

If you've read this pack and can see yourself in what I've described, I hope you'll apply.

There is a lot for us to do, and I am genuinely excited about the team we are building and what we can achieve together. Perhaps you'll be part of it.

I look forward to hearing from you.

Christine Neubeiser

Job Description:

Head of Partnerships

Location:	Hybrid, in the London Office 2 days/week
Reports to:	Director of Fundraising
Line Manages:	Senior Corporate Fundraising Manager, Trusts Fundraising Manager, Special Events Manager (total team of 6)
Key stakeholders:	External Partners, Senior Volunteers, Fundraising Team, Marketing and Comms Team, Service Delivery, and SMT

Purpose of the role:

This is a pivotal leadership role responsible for driving sustainable income growth through corporate partnerships, trusts and foundations, statutory funding and strategic fundraising special events.

Working closely with the Director of Fundraising, you will lead the development and delivery of Back Up's Partnerships strategy, securing high-value, long-term relationships that support our mission while identifying new opportunities for growth and innovation.

You will inspire and develop a high-performing team, oversee our flagship fundraising events and work collaboratively across the organisation to maximise income and deepen engagement with supporters and partners.

VALUES

Our values are central to our approach:

We embrace challenge:

Challenge is central to our learning and growth; it helps us gain knowledge and skills. By finding ways to overcome challenge and move forward we gain a sense of achievement, supporting us to realise our full potential.

We have fun:

We believe that having fun allows us to connect with others, whilst opening opportunities to develop, achieve and get the most out of life, showing that there is a positive future after spinal cord injury.

We build inclusive communities:

We achieve more for people affected by spinal cord injury when we work together. We are collaborative and inclusive in our approach. We embrace diversity, working with and supporting individuals, groups, and the wider spinal cord injury community, bringing people together.



We are ambitious for each other:

We are driven by the needs of people with a spinal cord injury and their families. We are passionate, striving to be the best. We set high standards, and we work hard to reach them. We are proactive, push boundaries, try new approaches and we learn quickly. We recognise that failure doesn't have to equal loss, rather an opportunity for growth. We listen to what people affected by spinal cord injury want and we seek innovative responses based on their feedback.

RESPONSIBILITIES:

Strategic Leadership

- Lead and evolve Back Up's Partnerships strategy aligned to organisational objectives.
- Identify opportunities to diversify and grow income across corporate, trusts, statutory and commercial partnerships.
- Contribute to fundraising strategy, budgeting and business planning.
- Monitor KPIs, income targets and pipeline performance.
- Prepare reports and forecasts for senior leadership and trustees.
- Act as core member of the Fundraising Leadership Team.

Corporate Partnerships

- Develop an ambitious corporate partnerships programme.
- Personally secure and steward high-value partnerships.
- Develop compelling partnership propositions.
- Build and manage a robust prospect pipeline.
- Explore sponsorship, commercial collaborations, and pro bono opportunities.

Trusts, Foundations and Statutory Funding

- Oversee the statutory, trusts, and foundations programme.
- Lead the development of high value, complex funding applications.
- Support compelling funding applications across funders.
- Identify new funding opportunities.
- Ensure timely, high-quality reporting and stewardship.

Special Events

- Provide strategic oversight of special events fundraising, for example: Front Row Fashion, the City Dinner, and the Back Up Ball.
- Support the Special Events Manager to maximise income, sponsorship and engagement.

Leadership and People Management

- Lead, coach and develop a high-performing team.
- Foster an inclusive and collaborative culture.
- Set objectives and support professional development, including through mentoring, coaching, and training.



Relationship Management

- Build relationships with partners, trustees and stakeholders.
- Represent Back Up externally.
- Work collaboratively across the organisation.
- Ensure partnerships align with Back Up's values and ethical fundraising principles.

Planning, Performance and Governance

- Manage budgets, forecasts and income pipelines.
- Maintain accurate CRM records.
- Analyse performance and recommend improvements.
- Ensure compliance with fundraising regulation and organisational policies.
- Support the ethical and responsible use of AI and other technologies across the charity to support our ability to deliver for people with spinal cord injury.

PERSON SPECIFICATION

Essential Experience

- Significant experience securing a wide variety of high-value corporate partnerships, statutory, and trust funding.
- Track record of delivering 7 figure income targets.
- Experience leading fundraising or business development teams.
- Experience developing fundraising or commercial strategies.
- Experience managing fundraising special events.
- Experience managing senior stakeholder relationships.
- Experience managing KPIs, budgets, and forecasts.

Essential Knowledge and Skills

- Excellent influencing, negotiation and relationship-building skills.
- Outstanding written communication and presentation skills.
- Strategic thinking and commercial awareness.
- Strong project management and organisational skills.
- Ability to use data and CRM systems to inform decisions.
- Collaborative leadership style.

Desirable

- Knowledge of disability or spinal cord injury.
- Experience with Power BI, Canva, Mailchimp or Asana.

The above list is not exclusive or exhaustive, and the post holder will be required to undertake such duties as may reasonably be expected within the scope of this role.

