

JOB DESCRIPTION: Corporate Partnerships Manager

REPORTS TO: Head of Partnerships

LOCATION: Hybrid or home based with agreed visits to London office (Wandsworth)

PURPOSE:

If you are passionate about making a real difference, we want to hear from you. At Back Up we provide practical and emotional support to people with spinal cord injury and their families. As we come to the last year of our Transforming Lives strategy, we're supporting more people than ever before to get the most out of life. And we're ambitious to help even more.

As Corporate Partnerships Manager you'll be responsible, for driving and developing the Corporate Fundraising Strategy. With support from our trustees, the fundraising board and committees, your focus will be on identifying and securing long-term, strategic partnerships with a variety of organisations as well as building on and maintaining those already in place. We pride ourselves in the strength of our partnerships and the difference we make together.

Why Back Up?

We have a proven track record in service delivery and a well-established donor base of longstanding relationships. With current pressures on health services, the need for our services is greater than ever and we must explore new ways of working in partnership to ensure we deliver. What sets us apart as a charity is our user-led philosophy, and our fun and inclusive culture. We value diversity and prioritise work-life balance and the wellbeing of our staff and volunteers. We focus on staff development, empowerment, and recognition.

Key stakeholders:

Trustees, fundraising boards and committees, corporate foundations, supporters, major donors, friends, and families of people with spinal cord injury, Back Up staff, volunteers, and trustees.

SPECIFIC DUTIES

Operational and strategic management

- Work alongside the Head of Partnerships, develop a corporate fundraising strategy focusing on organisations which have a strong alignment to Back Up's business plan.
- Create, develop and roll-out Back Ups corporate prospecting approach, including stakeholders from across the organisation at each stage.
- Build and maintain corporate pipeline, seeking out new prospects and opportunities to build long lasting strategic partnerships.
- Oversee a section of corporate partnerships fundraising income and expenditure budgets, highlighting any changes, challenges and successes to the Head of Partnerships.
- Monitor, measure and evaluate corporate fundraising to ensure agreed targets, KPIs and return on investment is being reached.
- Monitor and review industry trends, paying particular attention to organisations / foundations with interests in social mobility / inclusion, well-being, mental and physical health.
- Maintain accurate database records to ensure effective communication with supporters.
- Measure impact and monitor progress across corporate partnerships, reporting regularly to senior management, trustees and supporters.

New Business & Account Management

- Account manage relationships with current strategic partners, ensuring they receive regular feedback and have opportunities to gain a greater understanding of the impact their support provides.
- Identify and build relationships with new partners through research, networking, and events, focusing on strategic partnerships and diversifying the industry sectors we work with.
- Work across teams to develop projects and where appropriate, align with Back Ups business plans.
- Writing strong and impactful applications / proposals ranging in value from £5,000 to £500,000.
- Organise, prepare for, attend and lead on meetings and pitches to build current relationships or develop new ones.
- Undertake due diligence research on potential new partners, referring to the relevant fundraising policies and procedures.
- Develop, inspire and motivate corporate volunteers, partners and committees to ensure corporate fundraising remains sustainable and successful.
- Develop and implement appropriate corporate communications, including using Linked In and other social media to increase awareness and raise income.
- Lead and assist with the design of new partnership agreements, ensuring that expectations from both parties are clearly outlined and agreed, with risks mitigated.
- To keep the CRM, Donorfy, up-to-date with all interactions and approaches made to partners or potential partners.

People Management & Collaborative working

- Work closely with the Services team to gain a deep understanding of the impact support provides to those with a spinal cord injury.
- Develop strong relationships with the Finance and Operations team, to create budgets and contracts which outline the aims and expectations of the partnership.
- Collaborate across fundraising, sharing ideas, learnings and encouraging creativity and innovation in our approach.
- Work with Trusts and Foundation team to establish specific cultivation activities tailored to business and corporate foundation audience to increase awareness of the work we do and to develop partnership opportunities.
- Represent the team in working groups, workshops and events as required.

PERSON SPECIFICATION

Candidates must fulfil the following essential criteria:

- Significant charity fundraising or equivalent commercial/sales experience, including:
 - proven success of corporate new business development
 - demonstrable success in a competitive pitch process
 - account management of corporate partners resulting in increased income
 - setting income targets and meeting or exceeding them
 - using key performance indicators to monitor and measure success
- Excellent interpersonal skills; able to engage and motivate a wide range of people
- Highly organised. Able to project manage, plan, balance and cope with competing priorities
- A commitment to quality with an eye for detail, excellent written, verbal and presentation skills
- Highly computer literate and a competent user of charity fundraising databases; able to generate reports for analysis
- Strong team working orientation; collaborative, flexible and supportive
- A creative and proactive approach to all areas of work
- Willing and able to work occasional evenings and weekends and to travel

In addition, candidates that demonstrate any of the following desirable criteria will be at an advantage:

- Relevant commercial experience in a business development or sales role
- Experience of:
 - developing a corporate fundraising strategy
 - working with corporate fundraising boards / fundraising events committees
 - working with celebrities/major donors
- Understanding of spinal cord injury and/or disability issues
- Updating website pages/online media
- Experience with other programmes such as PowerBI, MailChimp, Asana and Canva

TERMS AND CONDITIONS – Corporate Partnerships Manager

Type of Employment

- Permanent

Pay

- £30,000 - £40,000 per annum dependent on experience (inc. 5% London Allowance).

Hours of work

- Your normal hours of work will be between 9am and 5pm, a total of 35 hours per week.
- Some flexibility of working hours may be required in accordance with the needs of the charity.
- Flexibility in working hours may be negotiated to enable a better work/life balance or to meet particular needs as required, including consideration of part-time or job share.

Probation

- There will be a six-month probation period.

Notice Period:

- Three calendar months on either side, after a satisfactory six-month probationary period. During probation, notice will be one week either side.

Disabled access

- The office is fully wheelchair accessible.

Staff Benefits

- Holiday
You are entitled to 22 days (prorate) paid holiday per year plus bank and public holidays. This increases by one day per year up to a maximum of 25 days (pro rata). Additionally, the office is closed between the Christmas and the New Year period giving an additional 3 days.
- Pension
Back Up has a designated stakeholder pension scheme that staff can join. With a staff contribution of 5% salary, Back Up will contribute 3% into this scheme. Back up's contribution will increase by a 1% for every 2 years of service (cap at 6%).
- Generous sickness pay provision
- Access to financial advisor – annual initial exploratory meeting with an independent FSA
- Season ticket loan: an interest free loan for the purchase of a season ticket.
- Ride to work scheme.
- Compassionate leave
- Study and sabbatical leave.
- “My day” – 17.5 (pro rata) hours per year to carry out voluntary work
- Life Assurance – 3 times annual salary