

Corporate Partnerships Manager (New Business Focus) - Job description

Role information

Department: Fundraising

Job Title: Corporate Partnerships Manager (New Business Focus)

Grade: F

Responsible to: Head of Fundraising & Volunteering

Date: June 2025

Purpose of the job:

Work with the Head of Fundraising to deliver the corporate fundraising strategy and annual plans in key areas. Research, identify, develop and secure new corporate partners to maximise income, sponsorship opportunities and employee engagement activity.

Duties and responsibilities

Strategic and new corporate partnerships

- Work with the Head of Fundraising to deliver the overarching corporate fundraising strategy and lead on the development and implementation of annual delivery plans for corporate partnerships.
- Research and identify new potential corporate partnerships, undertaking due diligence to ensure alignment with Family Fund values.
- Research and support with the engagement and acquisition of new large strategic partners and accessing decision makers as required.
- Use multiple platforms for prospective outreach.
- Work cross-organisationally with multiple stakeholders to carry out initial research, meetings and creative outreach with potential corporate partners.
- Develop and deliver presentations to prospective corporate partners.
- Develop and implement a strong charity of the year proposition and sponsorship opportunities for corporate supporters which adds value to both parties.
- Secure new business with five and six figure income targets.

Relationship management

- Develop and deliver a relationship management model that can be tailored to specific corporate partnerships, and which ensures that partners receive the necessary support to achieve the objectives of the partnership and maximise income generation.
- Proactively work with corporate supporters to plan, launch and deliver a range of fundraising initiatives, providing excellent stewardship.
- Work closely with the Communications and Marketing team to:
 - Develop and deliver marketing campaigns and collateral to support corporate partnership activity.
 - Ensure that joint media initiatives are promoted appropriately.

- Maintain and proactively manage corporate partnerships to support retention.
- Develop and support the Fundraising Team to work with small corporate supporters and coordinate corporate fundraising activity.

Processes and Procedures

- Provide regular update reports, forecasts and input into reforecasting processes as required.
- Monitor and record funding opportunities in the database, identifying sufficient prospects and existing partnership activities to meet agreed income targets.
- Prepare documentation for senior operations meetings to update wider organisation on corporate partnership activities and potential partners.
- Conduct all activity in line with the Fundraising Regulator's Code of Practice and all other legal and regulatory requirements.
- Maintain oversight of any restricted corporate income working with Grants Services and Finance to ensure it is spent within agreed timescales.

Governance/Internal Co-ordination

- Prepare reports and present to the organisation's Fundraising Committee, as required.
- Prepare and contribute to reports to trustees as required.
- Contribute to the planning and management of relevant budgets.
- Deputise for the Head of Fundraising as and when required.
- Support the CEO in preparing for engagements and fundraising activities.

General

- Work with all relevant staff to ensure that all activities are joined up and complementary.
- Develop and maintain an excellent knowledge of Family Fund services and build strong internal relationships across the organisation.
- Remain abreast of new and emerging trends within fundraising and specifically corporate fundraising.
- Attend networking events to support fundraising activity.
- Carry out other appropriate duties as required by senior management.

Person specification

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Experience

- Broad and proven track record in meeting or exceeding targets in corporate fundraising, sales or business development.
- Securing and managing five or six figure value partnerships/relationships.
- Managing multiple work streams and competing priorities.
- Setting, phasing and monitoring income targets; budget management.

Desirable

- Developing marketing and communications plans.

Skills, knowledge, and abilities

- Excellent level of computer literacy with a working knowledge of Microsoft Office products.
- Excellent oral communications and presentation skills and the ability to engage and build relationships with a wide range of stakeholders.
- Excellent influencing and negotiating skills.
- Strong research and writing skills, with close attention to detail and high level of accuracy.
- Ability to manage multiple projects/partnerships and prioritise accordingly.
- Ability to lead meetings and brief senior staff.
- Ability to work at the same time independently and collegially.
- Excellent organisational and time management skills – planning and managing diverse workload with the ability to meet deadlines.
- Ability to hit the ground running.

Desirable

- Knowledge of CRM database (Salesforce).
- Knowledge of Payroll Giving.

Professional membership

Desirable

- Institute of Fundraising preferable

Personal attributes

- Results driven.
- Creative and innovative.
- Open and participative working style.
- Flexible, adaptable and resilient to work demands and change.

- Willingness to travel and work outside of normal office hours when required.
- Commitment to Family Fund's values.
- Commitment to equity, diversity, inclusion and fairness for all.
- Commitment to safeguarding.