

Job Description

Job Title:	Corporate Partnership Manager
Department:	Development Team
Reports to:	Director of Development
Location:	Head Office, Hammersmith, London
Purpose of Role:	To build and deliver high-level strategic partnerships with businesses and other organisations designed to: increase Turn2us' reach and impact for people in vulnerable circumstances; generate income and funding; co-create partnership activity to help identified communities facing poverty.

Key Responsibilities and Accountabilities:

- 1. To target, cultivate and secure corporate partnerships that are aligned with Turn2us' purpose and strategy.**
- 2. To create and deliver compelling philanthropic and commercial partnership propositions and to oversee their implementation and impact reporting to partners.**
- 3. Maintain an overview of the business landscape and the implications for people in vulnerable circumstances.**
- 4. To ensure that all corporate partnership activities adhere to charity law, compliance and fundraising best practice, including in the areas of ethical due diligence, data protection, privacy and marketing consent, and vulnerability.**

Duties:

- 1. To target, cultivate and secure corporate partnerships aligned with Turn2us' purpose and strategy.**
 - Drive and manage a corporate targeting pipeline from key industry sectors including; essential services (water, energy), media and telecoms, financial services, retail and technology.
 - Actively network and influence among cross sector working groups, corporate social responsibility networks, events and cultivation initiatives.
 - Lead new business pitches, meetings and presentations.
 - Apply a relationship management approach to key personnel and decision makers.
 - Engage Trustees, SMT and colleagues to support partnership opportunities wherever appropriate.
 - Make recommendations to Turn2us SMT and Trustees for high value corporate partnerships.
 - Work with Communications colleagues to develop suitable messaging to raise the profile of partnerships among identified audiences and channels.
 - Provide proportional account management for existing and new relationships, with the objective of increasing their scope, scale and long term partnership value.
- 2. To create and deliver compelling philanthropic and commercial partnership propositions and to oversee their implementation and impact reporting to partners.**

- Work closely with colleagues to create partnerships that leverage key Turn2us services such as our online Benefits Calculator, campaigns and project initiatives.
 - Highlight opportunities for businesses to integrate Turn2us digital tools to create new customer journey's that streamline help available to customers in vulnerable circumstances
 - Write and deliver high quality partnership proposals that could consist of some or all of; Project funding; commercial partnerships, pro bono support, staff fundraising, or sponsorship.
 - Support the further development and promotion and sale of licenced or white label products or services, including collaboration on product development, pricing, rate cards and contractual agreements.
 - Integrate and advocate a used-led approach to partnerships to ensure people's lived experience is at the heart of partnership objectives, outputs and outcomes.
 - Build relationships with regulators and other cross-industry bodies to promote the use of Turn2us as a relevant and effective advocate for customers in vulnerable circumstances.
 - Work with delivery and insight teams to oversee the operational delivery of partnership activity and co-ordinate the impact reporting.
- 3. Maintain an overview of the business landscape and the implications for people in vulnerable circumstances.**
- Monitor key business sectors, understanding regulatory requirements, trends and developments in vulnerable customer strategies that might create partnership opportunities e.g. Open Banking and the Poverty Premium.
 - Attend seminars, conferences and other events as appropriate to build and maintain understanding of key sectors.
 - Encourage shared data-led insight and understanding of causes and effects of poverty between Turn2us and corporate partners.
- 4. To ensure that all Corporate Partnership activities adhere to charity law, compliance and fundraising best practice, including in the areas of ethical due diligence, data protection, privacy and marketing consent, and vulnerability.**
- Carry out due diligence on all corporate partnerships and follow Turn2us' ethical income policy.
 - Coordinate pipeline tracking, accurate records on in-house databases, KPIs and internal reporting.
 - Ensure that commercial participator agreements in place for all relevant partnerships.
 - Ensure that data protection, safeguarding, financial and legal processes are consistent with relevant legislation, the Fundraising Regulator and Charity Commission guidance.

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

Person Specification

EDUCATION & QUALIFICATIONS

Essential

- Evidence of delivering new business and income growth from corporate partnerships

EXPERIENCE & KNOWLEDGE

Essential:

- Evidence of working at manager level to contribute to the development of and implementing successful corporate partnership strategies, including long-term strategic corporate relationships, Charity of the Year partnerships, pro bono support and one-off gifts.
- A track record of achieving corporate support and successfully building long-term corporate relationships.
- Experience of gathering, analysing and interpreting sometimes complex information to write and present high-quality, tailored proposals/reports for current and prospective corporate partners.
- Knowledge of best practice in the prospecting, cultivation, solicitation and stewardship of new and existing corporate partners.
- Experience of developing clear and measurable partnership agreements in liaison with key stakeholders and in compliance with internal and external guidelines and best practice.
- Experience of working with senior colleagues, volunteers and Trustees to support corporate partnership fundraising, e.g. through making introductions, peer-to-peer asks etc.
- Knowledge of current charity law, compliance and fundraising best practice as they apply to corporate partnership fundraising, particularly in the areas of ethical due diligence, data protection, privacy and marketing consent, and vulnerability.

Desirable:

- Evidence of working effectively with other fundraising teams to successfully cultivate new corporate partnerships.

SKILLS & ATTRIBUTES

Essential

- Excellent interpersonal, networking and relationship building skills, including ability to represent the charity to senior-level supporters and internal/external stakeholders
- The ability to be flexible, diplomatic and assertive
- Drive, energy and resilience to help develop a new programme from scratch
- Ability to solve problems and identify opportunities, make decisions and prioritise effectively as a manager
- Excellent verbal and written communication skills, including strong numeracy
- Excellent time management and ability under pressure to prioritise, deliver, manage and coordinate a number of projects and activities simultaneously to tight timescales
- Understanding of the legal and regulatory responsibilities of a fundraising charity and

- of current fundraising, marketing and branding challenges and trends
- Personal values that reflect those of Turn2us –Compassionate, Open, Collaborative, Innovative, Driven.

Desirable

- Proven people management experience and expertise