

**TURN2US**  
FIGHTING UK POVERTY



**CORPORATE PARTNERSHIPS MANAGER  
CANDIDATE PACK**

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Dear candidate,

We are delighted that you are considering joining the Turn2us team.

Over 14 million people in the UK live in poverty, just under 4 million of whom are children. As a charity we believe this is shocking. At a national level, poverty is risky, wasteful and costly for the country. At an individual level, we see on a daily basis that poverty causes significant harm, affecting people's health, their relationships, physical and mental well being and life chances. It can bring stress, stigma and shame.

With up to £19 billion of benefits going unclaimed every year and with over £330 million in charitable grants available, we are unashamedly ambitious in trying to make a difference to people's lives by unlocking the help available to them.

If you have the passion for wanting to make a difference and the experience/skills we are looking for - and you want to join a dedicated and talented team, we are keen to meet you.

Warmest wishes

Jamie Grier  
Director of Development

# WHAT WE DO



## OUR VISION

No one in the UK should live in poverty.

## OUR MISSION

Turn2us is a national charity helping people when times get tough. We provide financial support to help people get back on track.

## WHY WE EXIST

Any of our lives can be turned upside down as a result of an illness, job loss or relationship breakdown. We want to stop people being swept into poverty and give practical help to anyone already struggling to cope.

## HOW WE WORK

We help people by:

- Giving direct financial help through our own charitable grants
- Supporting people to increase their income through welfare benefits, charitable grants and other support
- Highlighting ways to reduce essential costs

We are there for people online, by phone and face to face by working in partnership with frontline organisations and community groups.

## OUR OBJECTIVES

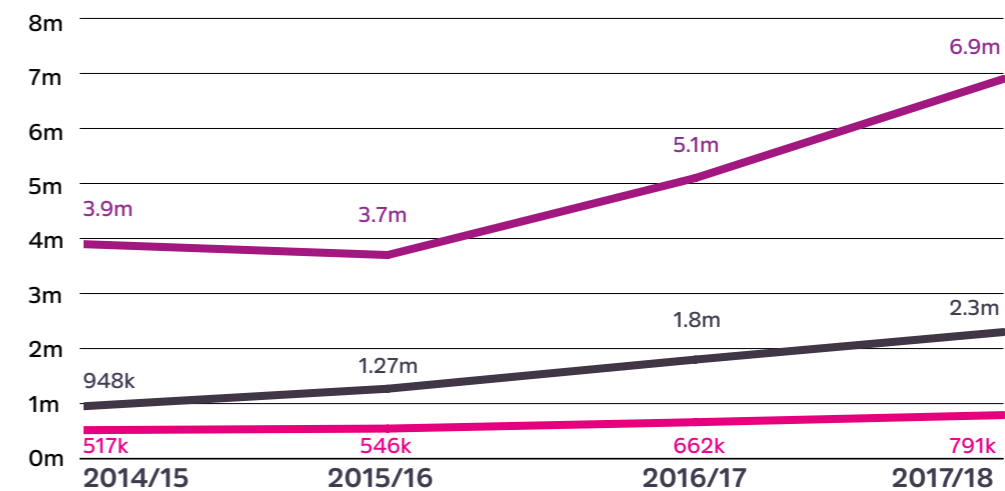
1. To give timely direct financial help to people in urgent need and to prevent a fall into deeper poverty
2. To empower choice, dignity and hope by enabling people to access the help already available and creating new initiatives where gaps exist
3. To inspire people and partnerships - by sharing the voices of people we help and our insight into poverty
4. To ensure Turn2us remains a trusted, sustainable, learning organisation fit for the future.



# OUR IMPACT

Getting help to people at the point at which they are at greatest risk of being pulled into poverty has steered Turn2us' strategic direction over recent years. While UK poverty shows little sign of improvement, our wide range of help has allowed us to support more people than ever before. In the 2017/18, we achieved:

- ▲ People visiting the Turn2us website for help
- 📅 Benefit Calculations to find which welfare benefits people may be entitled to
- 🔍 Grant Searches to find charitable funds people may be eligible for



**65k**  
Turn2us advisers handled 65,000 calls

**Almost 20,000**  
people accessed help via the new webchat service

## GRANT GIVING

**3,598**  
grants awarded

**£4 million**  
given in grants

**223** volunteers committing over 2,500 hours to helping others

**2,359** staff and volunteers at charities and community organisations were trained to use our tools via workshops and presentations

**2.9 million** website visits from thousands of referrals including from: Gov.UK, Citizens Advice, Shelter, Money Advice Service, The Mix, Advice Now, Netmums, Carers Trust, StepChange, The Prince's Trust, The Mirror and the Bank Workers Charity



**£671,000** from the new Response Fund (including) **£286,000** to those affected by the Grenfell Tower fire

# OUR VALUES



Turn2us has been fighting poverty since we were founded in 1897 by a pioneering 72 year old woman, Elizabeth Finn.

Poverty was very different then to what we deal with today but we believe it is still unacceptable.

Our values underpin our vision that no-one in the UK should live in poverty:

## WE ARE COMPASSIONATE

We never forget that people are at the heart of everything we do.

## WE ARE OPEN

We're proud of what we do and how we do it. We are candid about the facts and we acknowledge and learn from our mistakes.

## WE ARE COLLABORATIVE

By working with others and combining their talent and experience with ours, we can achieve more.

## WE ARE INNOVATIVE

We respond to what people need and we're always looking for new ways to make things better.

## WE ARE DRIVEN

We are relentless in our fight against poverty. We will make a real difference to everyone we support.

# EMPLOYEE BENEFITS

## Holiday entitlement

Employees receive five working weeks (pro rated for part-time employees) holiday entitlement plus public holidays. Headquarters also closes between Christmas and New Year and the time off is shared between the organisation and the employee. The employee is required to reserve up to two days of their annual leave entitlement for this time.

## Pension Plan

Employees may voluntarily join the Stakeholder Pension Plan after three months' service. The minimum employee contribution level is 4% of basic salary and Turn2us will then make a 9% employer's contribution. In addition, a salary sacrifice arrangement is possible, and full details can be provided of this upon request.

## Medical Health Care

Private Healthcare is available with Aviva Healthcare at a discounted Group Rate.

## Discount Card

The Hammersmith discount card gives employees discounted rates at certain local shops and restaurants

## Season Ticket Loan

Interest-free, non-taxable season ticket loans are available following the successful completion of your probationary period.

## Cycle to Work Scheme

A cycle to work scheme is available through cycle solutions which offers the option to purchase a bicycle and equipment through a salary sacrifice scheme.

## Flexible Working

Employees can request all types of flexible working and line managers will ensure requests are given the appropriate consideration.

## Training and Development

Training and development is essential for all employees, to support them in their job roles, to meet team goals and to meet the organisation's objectives. Employees are supported by:

- Provision of resources such as finance, equipment, time and opportunities to ensure employees have the right skills and knowledge required to carry out their roles
- Ensuring line managers are aware of their role with regard to employee training and development, and that they have the skills and knowledge required to support employees in identifying needs and following through implementing training and development plans
- Encouraging employees to pursue development over and above their job role and to give consideration to career development

## Study Support

Courses of study leading to professional qualifications that are relevant and appropriate to an employee's current or anticipated future job role are supported by the organisation.

# JOB DESCRIPTION

<b>Job title:</b>	Corporate Partnership Manager
<b>Department:</b>	Development
<b>Reports to:</b>	Director of Development
<b>Location:</b>	Head Office
<b>Salary:</b>	£46,000
<b>Purpose of role:</b>	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:

To target, cultivate and secure corporate partnerships that are 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.

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.

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.

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, such as data protection and charity law.



# PERSON SPECIFICATION

## Experience:

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

## Skills:

- 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.
- Proven people management experience and expertise

## Education and Qualifications

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

# HOW TO APPLY



Please send your CV with a supporting statement detailing how you meet the person specification requirements (maximum length of the supporting statement should be 2 A4 pages).

The deadline for applications is 5:30pm on 6 September 2019.

Unfortunately we are unable to respond to applicants who have not been short-listed.

Interviews: w/c 16 September

If you have any queries, you can email: [recruitment@turn2us.org.uk](mailto:recruitment@turn2us.org.uk)

Or you can call us on: 020 8834 9200

Turn2us is committed to equality of opportunity and diversity. We encourage and welcome applications from all parts of the community regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.