



**Job Title:** Senior Corporate Partnerships Manager

**Location:** London - Family Action Head Office or Home-based

**Salary:** Grade 4 point 29-38

**Hours:** Full Time, 37 hours a week, permanent

### **Introduction to the role and team:**

Family Action has an exciting corporate partnership programme and we are seeking a proactive, pragmatic and experienced corporate partnerships leader to work across all aspects of corporate partnerships, including both new business and account management. On top of this the role also oversees events/community fundraising, managing a small team including a Corporate and Events Fundraiser and a seasonal Fundraising Assistant. We have the expectation that this team will grow, as new funding is secured too.

We expect to drive forward a range of initiatives to grow unrestricted and restricted income and you will lead on a number of these with your small team.

You will be values-driven, target focused, pragmatic and enjoy the challenges of working within an excellent and busy fundraising team and a highly dynamic organisation.

The Fundraising Team is based within our Directorate of Development and External Affairs alongside our communications and brand, digital, impact/influencing and business development teams. The team provides funding and in-kind support to enable the successful delivery of many impactful Family Action services and functions. We also work closely with our DDEA colleagues to help give a bolder, stronger voice for families through our shared campaigns.

### **About Family Action:**

Family Action passionately believes in the strengths within families. Families may be very different in composition and circumstances but they should all be empowered and supported to enable all members to thrive. In all that we do, Family Action is rooted in the belief that well-functioning and supported families are a driving force for happy, healthy individuals and communities.

Founded in 1869, the charity was providing services to children and families before the first aeroplane flew, before the first car was invented, even before it was first made compulsory for all primary age children to attend school. Our history is remarkable - we were there at the very beginnings of social work, we created the first Citizen's Advice Bureau and the forerunners of Job Centres. Today, Family Action supports over 60,000 families and



hundreds of thousands of children and young people a year through some 200 community-based services, as well as supporting thousands more through national programmes and grants.

At Family Action we believe no one should be defined by their circumstances. We transform lives by providing practical, emotional and financial support to those who are experiencing poverty, disadvantage and social isolation.

Our strategy puts front and centre five key objectives:

**Agile and Responsive** – always able to look ahead, to innovate and to seize opportunities

**Managed Growth** - continue to grow in a managed, sustainable way so that we can support more children, adults and families to have better lives

**Improved Quality** - to ensure that our services are of the highest possible quality so that we can maximise the difference made to the people we work with

**Better Known with a Bolder, Stronger Voice for Families** – to speak out for families through building our national profile and positioning and having increased influence and impact

**Valuing Our People** - investing in our staff and volunteers and their development so that Family Action becomes an even better place to work

**Key Tasks and Responsibilities:**

1. Directly responsible for account management of our large (6 and 7 figure) multi-year partnerships with skill and diligence, cross selling, managing relationships and bringing in expertise where necessary from across the organisation.
2. Account management of all corporate partners whether directly or through direct reports.
3. Strategic planning and delivery of all corporate partnership activities, balancing short and long term aims and seeking sustainable growth.
4. Identifying and proactively approaching new business opportunities and identifying propositions from within Family Action's broad work that will be most likely to attract corporate support.
5. Overseeing corporate engagement campaigns including our Christmas Toy Appeal.
6. Developing and implementing a new corporate volunteering programme.
7. Providing management oversight of our small fundraising events programme.

8. Proactively participating in organisational meetings as required.
9. Proactive and supportive line management of the Corporate Partnerships and Events Officer
10. Full budgeting responsibility for corporate fundraising and our small fundraising events programme. To include annual budgeting process and monitoring via Management Accounts.
11. An understanding of charity law and fundraising best practice, particularly around corporate fundraising. Working with our legal team, ensuring corporate partnerships are covered by the necessary and appropriated contracts and agreements.
12. Working closely with Marketing and Communications team to ensure that supporters are at the heart of suitable campaigns and that our work together is promoted to the benefit of all parties.
13. Championing the voice and needs of our corporate supporters and other funders at organisational meetings.
14. Actively take part in Family Action's formal appraisal and supervision processes and be responsive to critical challenge, advice, feedback and direction as part of a process of continuous improvement. Take responsibility for your own professional development, identifying and attending training which will support growth in the role.
15. Be able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
  - a) Being people focused
  - b) Reflecting a 'can do' approach
  - c) Striving for excellence in everything we do
  - d) Having mutual respect for everyone we work with, work for and support through our services
16. Implement Family Action's Equality & Diversity Policy and Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, partners, service users and other members of the community.
17. Comply with Family Action's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety and welfare.
18. Work flexibly as may be required by the needs of the department and carry out any other reasonable duties as required.

## Person Specification

1. A proven fundraising leader with a minimum of five years of Corporate Fundraising experience.
2. An in-depth understanding of and experience of working on commercial corporate partnerships including sponsorship, cause marketing and licensing.
3. An understanding and experience of a diverse range of fundraising techniques in a corporate and, ideally, community environment.
4. Extensive account management experience, ideally across a range of sectors and including leading management of at least one six figure partnership.
5. Demonstrable experience of successful new business work.
6. Experience of line management and/or the development of fundraising colleagues.
7. Excellent verbal communication and networking skills, confident speaking formally and informally to a range of audiences whether it be an impromptu phone call or a structured new business pitch.
8. Strong proposal and report writing skills.
9. Excellent organisational skills, as well as excellent IT skills, including experience of CRM databases (we use Salesforce).
10. Strong negotiation skills, internally and externally.
11. A commitment to social justice and a passion for helping families to thrive.
12. A team player with broad knowledge of fundraising and the interplay between corporate fundraising and the other fundraising disciplines.
13. A commitment to Family Action's Equality & Diversity Policy and Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, partners, service users and other members of the community.
14. Ability to work outside of regular business hours and to be flexible to meet the needs of the service.
15. Ability to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
  - a) Being **people** focused
  - b) Reflecting a '**can do**' approach



c) Striving for **excellence** in everything we do

d) Having **mutual respect** for everyone we work with, work for and support through our services