

## Role description

<b>Job title:</b>	Corporate Partnerships Manager
<b>Team:</b>	Corporate Partnerships team (Philanthropy and Partnerships)
<b>Location:</b>	Hybrid working – currently one day in office
<b>Hours of work:</b>	37.5 hours
<b>Contract:</b>	Fixed term until January 2026, full time
<b>Benefits include:</b>	33 days (plus eight bank holidays) 8% employer pension contribution (Aviva) or access to continue NHS Pension Enhanced maternity, paternity, adoption, and shared parental pay Free health cashback plan Free employee assistance programme Learning and development commitment to staff Health and wellbeing commitment to staff
<b>Reporting to:</b>	Corporate Partnerships Lead
<b>Direct report/s:</b>	1 x Philanthropy and Partnerships Executive (Corporate)

## Background

### Dementia UK

We help make sure no one has to face dementia alone.

Today, dementia is the leading cause of death in the UK. By 2025, more than one million people in the UK will be living with this often devastating condition. Millions of us will know someone living with dementia, and many will be directly affected by it – as the incredibly difficult role of carer often falls to friends and family members.

Dementia UK is a values driven charity, providing specialist dementia support and advice for families through our Admiral Nurse service. Our nurses help people living with dementia stay independent for longer and support the people caring for them so that they will have the strength to cope with the bad days, and the energy to enjoy the good days.

We value our people so it's important for us to create a working environment that looks after our workforce, enabling everyone to achieve their full potential. You will become part of a diverse and dedicated team, working in an environment where you can collaborate, be respected and thrive.

## **Fundraising and Engagement**

Dementia UK's Fundraising and Engagement department has seen considerable growth over the past few years, and we have ambitious plans to expand further.

Corporate fundraising plays a key role and makes up a significant portion of the charity's overall fundraising income. We have established strategic partnerships with a number of major national companies across a range of sectors and have some exciting prospects in the pipeline. We have had good success with our corporate fundraising but we know we can do so much more to strengthen and grow our portfolio. To drive our plans and maximise fundraising opportunities across our existing corporate partnerships, we are seeking a passionate, energetic, and strategic individual to join us. We are a small but ambitious team, committed to working hard to get results and taking our partnerships to the next level.

We are looking for an experienced senior Corporate Partnerships Manager who is excited about building transformational partnerships, and with experience of managing a diverse portfolio of accounts, including multi-year, commercial and high value (5 and 6 figure) partnerships. Ideally, you will have direct experience of generating income from a range of activity including employee fundraising, sponsorship, commercial and grants, ideally in a charity setting, though we would consider candidates who have account management experience in the corporate sector.

### **Purpose of job**

You will play a vital role in Dementia UK's corporate team and be responsible for overseeing all account management activity and ensuring we deliver expert stewardship across our partners.

Our portfolio consists of a range of different types of partnerships from Charity of the Year and grant giving to multi-year strategic and commercial relationships. You will maximise the value that these partnerships bring to Dementia UK and the company, to help build sustainable and strategic relationships.

The role will have their own portfolio of accounts, manage a Corporate Partnerships Executive, and work collaboratively with the Corporate Development fundraisers, and wider Fundraising directorate, to help identify and maximise new business opportunities. You will report into and have the support of our Corporate Partnerships Lead who oversees the team.

### **Key accountabilities and responsibilities**

#### **1. Management of key corporate partners –**

Lead the management of a portfolio of key corporate partners, ensuring that agreed targets and objectives, including financial targets and partnership extensions, are met or exceeded wherever possible.

Deliver excellent stewardship to corporate partners that encompasses powerful storytelling, to connect them to the cause, and building strong relationships with key stakeholders to ensure a collaborative approach. Spot opportunities to help diversify partnerships, boost engagement and go above and beyond our partner's expectations.

## **2. Integrated partnerships and cross-team working -**

Work closely with the wider Corporate team, including the Manager focussed on cultivating new relationships, to help strengthen our partnership offer during new business processes and to keep connected with upcoming partnership opportunities.

Support with delivery of other partnerships and provide peer-to-peer support to help overcome challenges to help enhance the whole portfolio, including with regional fundraisers managing local corporate partnerships. Ensure that Corporate Partnerships Executive is given appropriate guidance and mentorship with the accounts they are leading on.

## **3. Planning and budgets -**

Produce annual plans, budgets and KPIs for corporate partnerships income, alongside your individual partnership plans. This will include actively monitoring and reforecasting against agreed budgets and contributing to the wider Philanthropy & Partnerships Strategy.

## **4. Reporting -**

Produce engaging, inspiring and accurate reports and updates, in a range of different formats, which are tailored to meet the needs and interests of your corporate partners, their employees and/or their customers.

## **5. Team management -**

Support the management of the corporate account team, overseeing stewardship for a number of corporate partners. Effectively train, line manage and develop the Philanthropy and Partnerships Executive in line with Dementia UK policies and procedures including regular supervision meetings and annual appraisals.

## **6. Processes & systems -**

Ensure all fundraising agreements are in place and up to date and that all relevant details are recorded on the appropriate CRM database.

## **7. Income generation and collaboration -**

Be a proactive member of the Philanthropy and Partnerships team, and wider Fundraising and Engagement department, working in partnership with Marketing and Communications to ensure the brand is developed and promoted, and with colleagues in other areas of Fundraising to maximise the total fundraising and awareness potential for corporate supporters.

## **8. Dementia at Work implementation -**

Actively pursue opportunities for corporate partners to benefit from Dementia UK's 'Dementia at Work' offer, supporting partners to access appropriate care and guidance for their employees and customers.

## 9. Project management

Work closely with the Corporate Lead to identify and develop any key Projects that support the success of the corporate team, including the development of a corporate fundraising toolkit, any fundraising products tailored for our pipeline, and bespoke corporate Events.

### General

- a) Actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the charity.
- b) Have a strong working knowledge of Dementia UK's vision, mission and impact.
- c) To undertake all duties in line with the Dementia UK's policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.
- d) Undertake any other duties related to the job purpose and which may be necessary, as required.

This job description is not exhaustive and is subject to change in accordance with business need.

### Person specification

Essential Qualifications, knowledge, skills, and experience		
Criteria	Application	Interview
Experience of managing six-figure partnerships (ideally in a charity setting)	X	X
In-depth knowledge and understanding of stakeholder management and engagement	X	X
Excellent verbal and written communication skills, with the ability to adapt style to suit the audience	X	X
Experience of managing, influencing and negotiating with senior stakeholders	X	X
Experience of preparing engaging proposals, reports and other written documents	X	
Experience of working with a wide range of stakeholders within a	X	X

company, and ideally with experience of encouraging fundraising participation and involvement at all levels		
Experience of developing detailed partnership plans	X	
An understanding of and interest in the dementia care sector and the work of Dementia UK	X	X

<b>Desirable Qualifications, knowledge, skills, and experience</b>		
Criteria	Application	Interview
Senior fundraising qualification	X	
Undertaken relevant training in building and delivering strategic corporate partnerships	X	
Experience of using Raiser's Edge	X	
Line management experience	X	X

<b>Personal attributes</b>		
Criteria	Application	Interview
An enthusiasm and passion for working in the third sector	X	X
A creative and curious approach to delivering projects	X	X
Excellent communication and interpersonal skills, with the ability to influence and motivate	X	X
Excellent written skills with the ability to produce high quality content to a range of audiences	X	X
Excellent team-working skills and able to work collaboratively with other teams	X	X
Evidence of successfully building and sustaining well-developed stakeholder relationships	X	X
A highly motivated and organised self-starter who is able to work proactively, independently and manage multiple priorities/deadlines	X	X
Excellent attention to detail with an ability to work to a high level of accuracy	X	
Conduct yourself in line with the general standards of conduct, values and behaviours of the Charity, embracing the cultural diversity of all colleagues and service users		
Able to demonstrate a flexible working approach, adapting to the needs of the role and the wider team		X
Ability to make decisions, demonstrating initiative and taking action to solve problems and maximize opportunities for philanthropic giving and	X	X

fundraising		
Willingness to travel and attend in-person meetings and events		

### **Our values**

Compassion  
Collaboration  
Integrity  
Ambition