



## Job Description

**Job Title:** Partnership Fundraising Manager (Corporate)

**Responsible to:** Senior Partnership Manager (Corporate)

**Key Liaisons:** Marketing and Communications teams  
Hospice Management teams  
Supporter Services team  
Fundraising team colleagues  
Partnership Team colleagues

**Job Purpose:**

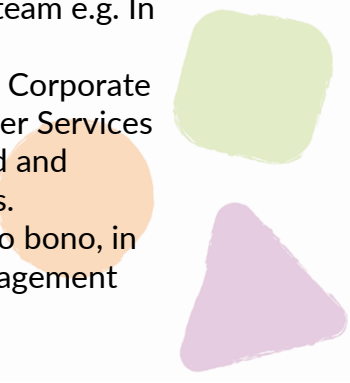
In line with the Acorns strategic plan, deliver agreed income targets through securing new corporate accounts, managing existing partners and securing event adoptions.

**Main Duties:**

**Objectives**

- > To lead on the acquisition, management and maximisation of strategic corporate partnerships within your allocation local area.
- > In line with the Acorns strategic plan, deliver agreed income targets and operate within expenditure limits.
- > Assist the Senior Partnerships Manager (Corporate) to grow corporate partnerships fundraising sustainably your area, in line with annual income budgets.
- > Support on the delivery of Acorns overall fundraising objectives
- > Ensure income and expenditure targets are delivered for Acorns leading partnership relationships.
- > Ensure targets for recruitment of business supporters and KPIs are achieved

**Collaborative Working**

- > Work closely and constructively with the hospice management teams, attending meetings and creating a positive working relationship that maximises income and volunteering opportunities.
  - > Achieve a healthy and collegiate dynamic with fundraising, marketing and operational colleagues to share leads, agree handover of accounts and individuals, and assist other teams in delivering key objectives through the field team e.g. In Memoriam, Legacies, Regular Givers, Lottery, Event recruitment.
  - > Support Senior Partnerships Manager (Corporate) to create plans for Corporate Fundraising with other teams including Marketing, Data and Supporter Services that ensure, to the greatest extent possible, forward plans are agreed and scheduled to support excellent delivery of the projects and initiatives.
  - > Build cross-Acorns working relationships with the aim of ensuring pro bono, in kind, volunteering, and other non-financial aspects of Supporter Engagement activity can be supported.
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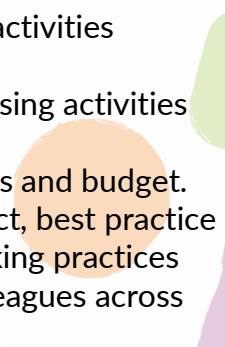
## Management

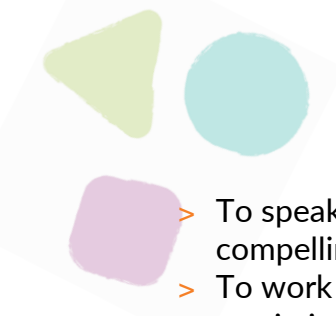
- > Solve problems, ensuring a can-do and solutions-driven attitude prevails.
- > Support Senior Partnerships Manager (Corporate) with the recruitment, induction and training needs of Corporate Fundraising volunteers in accordance with best practice, compliance, and regulatory requirements including Health and Safety legislation.

## Strategic Thinking

- > In conjunction with the Senior Partnerships Manager (Corporate), monitor the trends and patterns in corporate fundraising, making recommendations regarding the evolution of the agreed fundraising strategy to ensure Acorns remains alive to changes to the environment.
- > Fully engage with the organisational strategic planning, budgeting, and business planning processes.

## Operational Delivery

- > Meet agreed financial and non-financial targets.
  - > Ensure all pipelines and work plans are populated and updated accurately, including reforecasting to agreed deadlines.
  - > Ensure effective internal flow of communication about corporate fundraising so that plans are understood, accurately described and fully supported throughout the organisation.
  - > Work in partnership with the wider fundraising teams to identify and develop strategic fundraising opportunities that support the charity's wider aims.
  - > Co-ordinate plans on behalf of Corporate Fundraising when wider Acorns appeals and campaigns are planned.
  - > Actively maintain and support existing relationships with supporters to ensure a gold standard of supporter care is received and to secure long-term commitment and giving.
  - > Proactively prospect, network with and recruit new supporters and implement appropriate supporter care procedures in accordance with Acorns policies.
  - > Actively promote participation in Acorns activity-based fundraising e.g. Acorns-led events; overseas treks, parachute jumps, running events etc with partners and by liaison with the Marketing team.
  - > Work collaboratively with the whole fundraising team to support the achievement of overall KPIs and non-financial KPIs, ensuring a 'one team' Acorns approach. Lead new business meetings and prepare speeches, presentations and pitches to support in new partnership recruitment.
  - > Liaise with the Marketing and Communications Team to ensure all activities comply with appropriate legal requirements and brand guidelines.
  - > Maintain accurate and up to date records of supporters and fundraising activities on Donorfy and produce purposeful supporter journeys.
  - > Compile monthly activity reports and monitor against agreed targets and budget.
  - > Keep up to date with new developments, legalities, codes of conduct, best practice and trends and use this to make recommendations to improve working practices
  - > Continually seek to work efficiently and collaborate with other colleagues across fundraising and wider Acorns teams
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- > To speak publicly about Acorns as a charity, our aims, mission and create a compelling case for support to varying audiences.
  - > To work collaboratively with committed partners to execute fundraising events, maximise engagement opportunities and create trusted working relationships.
  - > To support in the growth and execution of the Acorns Business Club, leading on events as required.
  - > To support the Senior Partnerships Manager in management of key relationships and partners as and when required.

### Other Duties:

- > Acting as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and corporate working.
- > To contribute to Acorns fundraising aims by raising awareness with your stakeholder groups about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support
- > Putting the needs and interests of Acorns children and young people and their families first in all aspects of their work.
- > Ensuring compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
- > Actively participating in mid-year and end-of-year 'My Career' Reviews and any training and development identified to further enhance your role with Acorns.
- > Promoting a coaching culture within Acorns
- > Showing commitment to continuous learning, researching new ideas, monitoring new technology advancements, sharing good practice across the team and colleagues.
- > To carry out any other reasonable duty as requested by your line manager.

Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.



## Person Specification – Partnership Fundraising Manager (Corporate)

	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>&gt; Good general level of education</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>&gt; Proven experience of partnership acquisition and income generation.</li> <li>&gt; Experience and evidence of first-class relationship management with long term partnerships</li> <li>&gt; A demonstrable understanding of the written and contractual agreements involved in partnerships, ideally within a charity</li> <li>&gt; Experience of effective reporting at management level ensuring transparency and accountability are achieved</li> <li>&gt; An analytical ability to bring insight and evidence to partnership activity</li> <li>&gt; Proven track record of working successfully in a financially targeted environment</li> <li>&gt; A demonstrable track record of effective communication including the ability to communicate complex information verbally, in presentations and in writing</li> <li>&gt; A good working knowledge of GDPR</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Experience of fundraising in the charity sector</li> <li>&gt; Understanding of major partnership development</li> <li>&gt; Understanding of risk assessment and regulatory requirements for public events</li> <li>&gt; A familiarity with charity law</li> <li>&gt; A familiarity with Donorfy or a similar CRM system</li> <li>&gt; A good working knowledge of GDPR</li> <li>&gt; Public speaking</li> <li>&gt; Experience managing events/networking events.</li> </ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>&gt; High level communication skills with the ability to influence successfully and network at all levels</li> <li>&gt; Able to balance a diverse workload, demonstrating excellent time management and organisational skills.</li> <li>&gt; Able to work independently, show self-sufficiency and resourcefulness.</li> <li>&gt; Demonstrable experience of understanding regional business and events networks</li> <li>&gt; The ability to work with colleagues collaboratively</li> <li>&gt; The ability to deliver project goals, modelling professional and personal excellence and setting high standards of achievement</li> <li>&gt; The ability to build effective and productive internal relationships to deliver the requirement of the business effectively</li> <li>&gt; The ability to account manage relationships and projects to excellent outcomes</li> <li>&gt; The ability to create compelling cases for support, showcasing excellent written, verbal and presentation skills.</li> <li>&gt; Excellent IT skills including use of Microsoft Office.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Supporter care focus</li> <li>&gt; Use of databases</li> <li>&gt; Experience using Canva, Mailchimp/other digital emailing platforms.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>&gt; A willingness to work outside normal working hours on a regular basis to achieve goals</li> <li>&gt; Demonstrate a willingness to equal opportunities</li> <li>&gt; Ability and willingness to travel independently throughout the organisation and to meetings, presentations, and events</li> <li>&gt; Positive, enthusiastic approach and can-do attitude</li> <li>&gt; Openness to change and continuous improvement</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Empathy with Acorns aims and values</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>&gt; Self-driven and resourceful</li> <li>&gt; Will challenge the status quo</li> <li>&gt; Positive, enthusiastic approach &amp; can-do attitude</li> <li>&gt; Curious, always seeking to understand and improve experience of supporters and partners</li> <li>&gt; Open to change and continuous improvement</li> <li>&gt; Innovative mindset and passionate about learning</li> <li>&gt; Commitment to the Acorns strategy &amp; its success</li> </ul>	



## Terms And Conditions of Employment

<b>Position:</b>	Partnership Fundraising Manager (Corporate)
<b>Reporting To:</b>	Senior Partnership Manager (Corporate)
<b>Base:</b>	Drakes Court Alcester Road Wythall Birmingham B47 6JR  With some remote working and frequent travel across the Black Country
<b>SALARY RANGE:</b>	£37,000 to £44,000 per annum
<b>NOTICE:</b>	12 weeks
<b>HOURS:</b>	37 hours per week
<b>HOLIDAYS:</b>	31 days (229.5 hours) including public holidays, rising to 35 days (259 hours) after 3 years' service
<b>PENSION:</b>	Contribution to Group Personal Pension Plan. Organisation will contribute 7.5% to pension.
<b>LIFE ASSURANCE:</b>	2 x salary life assurance scheme

All terms and conditions will be detailed in writing together with Employee/Health & Safety handbook, which must be read and observed.