

Job Description

Job Title: Community Partnerships Manager

Responsible to: Senior Community Partnerships Manager

Job Purpose:

Community fundraising is one of the key fundraising pillars of Acorns, raising awareness, engagement and participation across the region so that we grow our supporter base across key sectors (small businesses/sports clubs/schools) and audience groups (faith based, local to shops/hospices, Rotaries, Round Tables, Masons).

The Community Partnerships Manager will drive the delivery of income from a wide range of partners across the West Midlands region. The role will be mostly patch-based (Birmingham, Black Country or Worcester) and to enable the postholder to network and understand the local perspective. The postholder will manage a portfolio of community partners to set and hit targets, build strong, long-term relationships, maximise fundraising referrals across the team and actively encourage stock generation to local shops. By working closely with Retail and Care colleagues the postholder will ensure all activity is aligned with organisational priorities and focused on maximising income generation.

Main Duties:

- > Be the account manager for a range of community partners in the patch, taking time to understand their objectives and motivating them to raise as much money as possible for Acorns.
- > In line with the Acorns strategic plan and Fundraising Strategy own agreed income targets and operate within expenditure limits through the development and delivery of an effective Community Partnerships operational plan.
- > Regularly speak at events across the region to actively promote Acorns and bring new supporters on board to secure financial and non-financial support.
- > Look for opportunities to uplift and evolve the relationships – for example with retail stock generation, digital or challenge event participation or prize-led opportunities.
- > Maintain effective region contacts through various institutions, Chambers of Commerce, organisations and agencies to network with the aim of keeping Acorns in the public eye and increasing income.
- > To attend cheque presentations, supporter events and shows to promote good supporter relations.
- > Network map and build relationships across targeted sectors in your area, utilising Acorns senior leaders to open doors and ensuring collaboration with the Corporate Team.
- > Utilise proposals and pitch materials that articulate the charity's impact in relation to targeted sectors and ensure brand consistency.
- > Drive an 'off-the shelf' approach that enable community groups to fundraise for Acorns with ease. Playing a part in the development and ideas needed to keep these fresh and engaging.
- > Deliver an exceptional donor experience and stewardship journey that encourages loyalty and multi-year commitments.
- > Encourage and support Acorns community champions and advocates.
- > Oversee takeover days and collections that require a substantial volunteer presence.

- > Lead on community/corporate sporting days such as golf or football matches.
- > Encourage signups to the Business Club or similar groups that fundraise on behalf of Acorns.
- > Actively promote participation and sponsorship in Acorns activity-based fundraising e.g. Acorns led events; overseas treks, in-memory and challenge events.
- > Work closely with the Donor Experience Team and other fundraising areas to deliver stewardship and cultivation events and materials for our community partners that are impact focused and locally relevant.
- > Work closely with the Corporate Team to ensure smooth handover of partners with higher value potential or commercial complexity or in reverse for those that focus more on staff fundraising alone.

Collaboration and Other Duties


- > Feed into pipelines, budgets and ensure accurate forecasting, monthly reporting, and ROI analysis in a timely manner.
- > Collaborate with Retail and Volunteering to ensure our non-financial asks are maximized and considered and that the Partnerships Officer is a conduit to deliver stock generation administration and activity.
- > Contribute to the development of fundraising products and campaigns that appeal to community audiences.
- > 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 e.g. In Memory, Legacies, Regular Givers, Lottery, Event recruitment.
- > Drive your regional plan ensuring it is focused, targets/KPIs are set and met, and return on investment is prioritised.
- > Feed into the Community Dashboard – ensuring information is accurate and a range of performance measures are tracked and regularly discussed at monthly team meetings.
- > Work closely with Facilities to ensure any Hospice based events are run smoothly and in line with process and health and safety requirements.
- > Work to be part of a 'One Acorns' approach to fundraising, working to build relationships across directorates.
- > Ensure compliance with GDPR, The Fundraising Code and any other relevant legislation.
- > Ensure exceptional record keeping through CRM, dashboards and other key systems.
- > Champion new approaches to technology to improve donor experience and processes.
- > Prepare briefings for the senior leadership and Trustees when attending any community events.
- > To work with the Donor Experience Team to ensure all necessary administration tasks, including letters of authorisation, sponsorship forms etc are completed in accordance with Acorns procedures.

Infection Prevention and Control

All Employees and Volunteers of Acorns will be expected to follow all infection prevention and control policies and procedures to ensure a safe and healthy environment. This includes maintaining best hygiene practices, using personal protective equipment (PPE) as required, and adhering to safety protocols to minimise the risk of infection. It everybody's responsibility to promote a clean and safe environment for staff, children, young people and their families.

Health and Safety

All Employees and Volunteers of Acorns are required to comply with all health and safety



policies and procedures in accordance with the Health and Safety at Work Act 1974. This includes taking reasonable care of their own health and safety, as well as that of others who may be affected by their actions. The role involves using personal protective equipment (PPE) when necessary, following established safety protocols, reporting hazards or unsafe conditions, and participating in health and safety training. All Employees and Volunteers of Acorns must actively contribute to maintaining a safe and healthy environment and cooperate with the employer to ensure compliance with relevant health and safety legislation.

Environmental sustainability

All Employees and Volunteers of Acorns are required to support in minimising environmental impact wherever possible, including recycling, switching off lights, computers, monitors and equipment when not in use. Helping to reduce paper waste by minimising printing/copying and reducing water usage, reporting faults and heating/cooling concerns promptly and minimising travel. Where the role includes the ordering and use of supplies or equipment the post holder will consider the environmental impact of purchases.

Safeguarding

Acorns is committed to safeguarding and promoting the welfare of children and adults and expects all staff and volunteers to share this commitment. It is the responsibility of all staff to always safeguard and protect children and adults at risk, staff must report any concerns as per safeguarding policies and procedures which are available on Acorns internal systems. Every staff member must undertake regular mandatory safeguarding training at a level relevant to their role.


Data Protection and Confidentiality


All Employees and Volunteers of Acorns are required to comply with all relevant data protection laws, including the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). This includes ensuring the confidentiality, integrity, and security of personal and sensitive information. All Employees and Volunteers of Acorns must handle all data in accordance with organisational policies and procedures, ensuring it is only used for its intended purpose and is not disclosed to unauthorised individuals. The role may involve safeguarding personal data, reporting any data breaches, and always maintaining strict confidentiality to protect both individuals' privacy and the organisation's legal obligations.

Equality, Inclusivity and Diversity

All Employees and Volunteers of Acorns are required to promote and uphold the principles of equality, inclusivity, and diversity in all aspects of their work. This includes ensuring that all individuals are treated with respect and fairness, regardless of their race, gender, age, disability, sexual orientation, religion, or any other characteristic protected by law. All Employees and Volunteers of Acorns must comply with relevant legislation, including the Equality Act 2010, and contribute to creating an inclusive environment that values diverse perspectives. The role involves actively challenging discrimination and bias and supporting the organisation's commitment to providing equal opportunities for all.

Other Duties:

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- > To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
 - > To be an active team player, supporting across the Partnerships Team as well as the wider Income Generation Directorate and whole of Acorns.

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- > To raise awareness about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support.
 - > To put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
 - > To ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
 - > To be innovative, commit to continuous learning, researching new ideas, monitoring new technology advancements, sharing good practice across the team and colleagues.
 - > To actively participate in an annual performance and development review process and any training and development identified to further enhance your role with Acorns.
 - > Champion diversity and ensure inclusive engagement.
 - > To carry out any other reasonable duty as requested by your line manager.

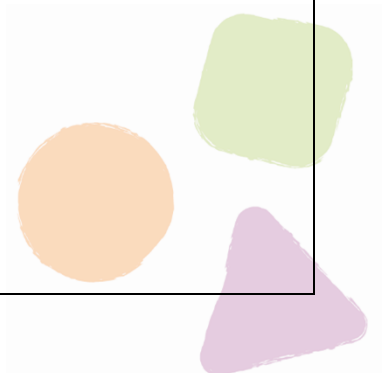
Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.





Person Specification: Community Partnerships Manager

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> > Experience in community engagement and fundraising 	<ul style="list-style-type: none"> > Educated to A-level or equivalent > Relevant industry certifications in fundraising or relationship management.
Experience	<ul style="list-style-type: none"> > Proven experience of growing income through community engagement within a charity or commercial setting. > Experience of working with community leaders. > Experience and evidence of first-class relationship management techniques and donor/customer care. > Awareness of working with different faith-based communities. > Experience of organising events, managing volunteers, risk assessments and health and safety requirements. > Proven track record of delivering targeted income from community groups. > Experience of public speaking. > Commercial awareness. > Proven track record of working successfully in a targeted and high-pressure environment. > A demonstrable track record of deploying effective fundraising/sales tactics, understanding donor/customer motivation, cultivation and stewardship. > Working knowledge of working within GDPR and fundraising regulations. > Experience of using a CRM system. > Experience of working effectively remotely. 	<ul style="list-style-type: none"> > Experience of work in the voluntary sector > Knowledge of charity law. > Familiarity with regional corporate/community networks and fundraising landscape. > Confidence with budgets, forecasting and ROI analysis. > Experience of conducting and running due diligence processes. > Experience of effective reporting to senior audiences. > Experience of volunteer management.
Skills and Abilities	<ul style="list-style-type: none"> > Exceptional communication skills with the ability to influence successfully and network at all levels and across community boundaries. > Skilled in managing partners throughout the full sales cycle: prospect identification, securing meetings, developing innovative proposals, pitching, handling objections, negotiating, motivating and closing agreements. > Experience of using systems like Canva to develop professional materials. > Ability to interpret data and apply insights to improve performance. > Clear ability and willingness to work with colleagues collaboratively and build effective internal networks. > Proven ability to inspire and motivate, modelling professional and personal excellence and setting high standards of achievement. > IT Skills in MS office, Word, outlook, Excel and Power point and CRM databases. > Leading with a curious mindset and proactive approach. > Ability to quickly identify opportunities for continuous improvement. > Self-motivated with the ability to prioritise own workload and resilience to meet deadlines. > Resourceful and innovative. > Ability to reflect on own performance and to take a proactive responsibility to self- development. 	<ul style="list-style-type: none"> > Familiarity with working alongside other income streams and Marketing and Communications to deliver social media campaigns. > Coaching and mentoring skills.



	Essential	Desirable
Other	<ul style="list-style-type: none"> > Passionate and committed to Acorns mission and values > Willingness to work outside agreed hours on a regular basis. > A willingness and ability to travel independently throughout the organisation and to meetings, presentations, and events. > Willingness to train and learn new skills. 	
Behaviours	<ul style="list-style-type: none"> > Build collaborative relationships across the organisation, creating a culture of cross function working. > Positive, enthusiastic approach & can-do attitude. > Curious, always seeking to understand and improve experience of donors. > Open to change and continuous improvement. > Innovative mindset and passionate about learning. > Commitment to the Acorns strategy & its success. > Driven in your approach to strive for excellence and build lasting partnerships for Acorns. 	





Terms and Conditions of Employment

Job Title:	Community Partnerships Manager
Responsible To:	Senior Community Partnerships Manager
Location:	Acorns in the Black Country Hospice Walstead Road Walsall WS5 4NL
Salary:	£34,291.58 per annum
Allowances:	Car allowance - £3,192 per annum
Notice:	8 weeks
Hours:	37.5 hours per week
Holidays:	27 days plus statutory bank holidays
Pension:	Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme).
Life Assurance:	Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance cover (if already in scheme)

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.

