

Job Description

Job Title: Senior Corporate Partnerships Manager

Responsible to: Head of Partnerships

Direct Reports: Corporate Partnerships Manager x 2

Job Purpose:

To contribute to, oversee and deliver the charity's corporate account management strategy and manage a small portfolio of key relationships. To drive the delivery of over £1m of income from key accounts across the team by developing and implementing a robust account management strategy, delivering exceptional supporter experiences aligned with organisational priorities.

Support the Head of Partnerships and Associate Director of Fundraising in shaping and expanding partnership fundraising, while inspiring and leading the Corporate Partnerships team to achieve their goals and build strong, long-term relationships with key partners.

Main Duties:

Corporate Account Management

- > Be the key account manager for the partnership with Aston Villa Football Club. Ensuring the contract is maximized and all opportunities for uplift and engagement are explored and agreed targets achieved
- > In line with the Acorns strategic plan and Fundraising Strategy deliver agreed income targets and operate within expenditure limits through the development and delivery of an effective Corporate Partnerships operational plan.
- > Oversee key accounts worth circa £1m across the team and look for opportunities to uplift and evolve the relationships – for example with retail stock generation, payroll giving or bespoke events.
- > Develop compelling proposals and pitch materials that articulate the charity's impact in commercial terms (ESG, CSR, and brand alignment).
- > Deliver an exceptional donor experience and stewardship journey that is tailored to each partner.
- > Network map and build relationships at senior levels, including C-suite engagement, to maximise strategic value and income potential. Co-Canvassing with the Executive Team, Trustees and Patrons as appropriate.
- > Actively promote participation and sponsorship in Acorns activity based fundraising e.g. Acorns-led events; overseas treks, in-memory treks and challenge events.
- > Work closely with Donor Experience and other teams to deliver a programme of key stewardship and recognition events for our Corporate Partners.
- > Work closely with the Senior Business Development Manager to ensure smooth handover of new partners into account management.
- > Work closely with Senior Community Partnerships Manager on new leads that require a more strategic view or transition partnerships of lower value into the community programme.

- > Run the Business Ambassador programme.

Leadership and Management

- > Be responsible for and support the team to produce pipelines and budgets to 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 Officers are a conduit to deliver volunteer and stock generation administration and activity.
- > Contribute to the development of fundraising products and campaigns that appeal to corporate audiences.
- > Collaborate with wider Corporate Partnerships team and the Challenge Events team to maximise activation opportunities for partners.
- > Line Manage 2 x Corporate Partnerships Managers, ensuring targets are set and met and relationships maximised.
- > Work closely with Facilities to ensure we utilise opportunities for Gifts in Kind strategically.
- > 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 personally and throughout the team.
- > Champion new approaches to technology to improve donor experience and refine processes to maximise efficiency.

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:

- > 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.
- > 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: Senior Corporate Partnerships Manager

	Essential	Desirable
Qualifications		> Undergraduate or Masters degree in related field > Fundraising, Marketing or similar professional qualifications such as Chartered Institute of Marketing, Chartered Institute of Fundraising.
Experience	> Proven experience in corporate fundraising or account management within a charity or commercial setting. > Experience and evidence of first-class relationship management techniques and donor stewardship. > Knowledge of CSR and ESG landscape and familiarity with corporate trends in this area. > A demonstrable understanding of the written and contractual agreements involved in partnerships. > Proven track record of securing significant gifts at six figures and above from corporate partners. > Strong negotiation and influencing skills, with experience engaging senior stakeholders. > Commercial awareness and confidence with budgets, forecasting and ROI analysis. > Proven track record of working successfully in a targeted and high-pressure environment. > A demonstrable track record of deploying effective fundraising tactics and high-level donor cultivation and stewardship. > Experience of conducting and running due diligence processes within a multifaceted organisation. > Strong working knowledge of working within GDPR and fundraising regulations. > Experience of using and ensuring team best practice on a CRM system. > Experience of working with C-Suite Leaders. > Understanding of the principles of marketing and PR > Experience of effective reporting at senior management level	> Experience of work in the voluntary sector > Experience of organising events and campaigns > Knowledge of charity law in relation to partnerships. > Familiarity with regional corporate networks and fundraising landscape. > Experience in cause-related marketing and sponsorship activation. > Experience of line management. > Previous involvement in major appeals or high-profile campaigns. > Experience of co-canvassing with senior leaders. > Experience of overseeing volunteers

	Essential	Desirable
Skills and Abilities	> Exceptional communication skills with the ability to influence successfully and network at all levels. > Skilled in managing partners throughout the full sales cycle: prospect identification, securing meetings, developing innovative proposals, pitching, handling objections, negotiating, and closing agreements. > 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. > Strong commercial awareness. > Leading with a curious mindset and proactive approach. > Ability to quickly identify opportunities for continuous improvement across the team. > Coaching and mentoring skills > 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 proactive responsibility to self- development	> Familiarity with working alongside other income streams and Marketing and Communications
Other	> 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	> 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 customers. > 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

Three overlapping geometric shapes: a green triangle, a blue circle, and a purple square.

Job Title:	Senior Corporate Partnerships Manager
Responsible To:	Head of Partnerships
Location:	Nearest Acorns Hospice (Birmingham, Walsall or Worcester) with some remote working
Salary:	£47,277 per annum
Allowances:	Car allowance - £3,192 per annum
Notice:	12 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.