

Job description

SECTION A – GENERAL INFORMATION	
Job Title	Corporate Partnerships Officer
Department/Function	Corporate Dept. /to account manage a range of Variety's corporate partners.
Location	Camden, London
Duration (if Applicable)	One-year fixed term contract initially.
Working arrangements	Full time (35 hours per week)
Responsible for:	To account-manage a range of Variety's corporate partners.
Accountable to:	Corporate Partnership Manager
Accountable for:	Additional staffing resources such as volunteers and young Ambassadors in support of Variety's partnerships.
Work closely with:	Chief Executive, Trustees, Crew (committee members) and volunteers, staff teams both at Head Office and across the UK.
SECTION B – ROLE	
Summary of Role	To account manage a range of Variety's corporate partners, to ensure the planning, implementation, and successful delivery of the partnerships to maximise the life-time potential of those partnerships and deliver against financial and non- financial objectives for Variety. To work with the Corporate Manager to manage, retain and develop current corporate partners, using the full suite of fundraising mechanisms, to include cause-related

	marketing, sponsorship, corporate donations, employee fundraising and strategic partnerships.
<p>Areas of Responsibility</p> <p><i>(This section is divided into Core Functions and Specific Functions).</i></p> <p>Note: Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time, or as the role develops.</p>	<p>Account Management and Relationship Building</p> <ul style="list-style-type: none"> • Establish yourself as the primary contact/account manager for the partnership(s), identifying and building productive, trusting, and proactive relationships between Variety and partner(s) to effectively maximise and deliver the partnership plan. • Network across partner organisations to secure internal buy in at multiple levels, functions, and committees across the organisation to build long term opportunities. • Working with partners, establish and agree partnership objectives that are realistic and deliverable; ensure that Variety delivers against all agreed partnership objectives identifying and addressing issues which affect the plan and partnership performance. • Develop outstanding internal relationships at Variety to ensure all necessary staff are fully engaged in the partnership(s); engage Variety Senior Management, Board members, Ambassadors, and families where mutually beneficial. • Identify opportunities to build additional non-financial relationships within partnerships to support additional aspects of Variety’s charitable work, as agreed with the Corporate Accounts Manager. • Identify opportunities to engage the Senior Management Team at Variety with senior staff at the corporate partner as part of a strategy for building longer-term support; support the Corporate Accounts Manager in setting the strategy and engaging with the partner where required. • Represent Variety at all levels within the business. Effectively network within the business to elevate and integrate the partnership across the business and to engage high level staff. • Work with the wider corporate partnerships team to create, develop and lead on the organisation of engaging supporter events, including bespoke challenges, stewardship, campaigning, and business development events. <p>Partnership Retention and Development</p> <ul style="list-style-type: none"> • Take ownership of having in place an up-to-date account plan for each corporate partner, proactively identifying opportunities for growth within each partnership. • Develop and maintain employee engagement tools to nurture long term relationships and increase awareness of Variety.

- Use our Microsoft Dynamics Nav software as an account management and development tool and maintain up-to-date records.
- Use exceptional cross-team working skills to maximise organisational opportunities partnerships present, working closely with teams including Programmes Team, Marketing and Communications Team, the wider fundraising dept, and executive teams.
- Provide first-class stewardship of past partners, maintaining positive relationships and seeking further support for the charity.

Planning and Delivery

- Take the lead role in planning, developing, and implementing a comprehensive fundraising, communication, and volunteering strategy for each partnership, ensuring buy-in from all members of the Corporate Partnerships Team and other internal stakeholders before activities begin.

Monitoring and Reporting

- Manage regular partnership meetings to review and evaluate progress and ensure actions from both parties are completed.
- Regularly monitor progress against partnership plans and agreed objectives, reporting to the Corporate Accounts Manager.
- Produce thorough partnership evaluation reports to inform planning for future partnerships.
- Ensure the effective management of the partner's information and data on the Raiser's Edge system and that key activity is reported monthly to the Corporate Accounts Manager.
- Maintain financial reports related to the partnerships including Raiser's Edge and monthly reporting processes.
- Take responsibility for the management and reporting of agreed income and expenditure budgets for the partnerships, including short-term forecasting and long-term planning to ensure that return on investment stays on target.

Legal

- Ensure relevant agreements and contracts are in place and adhered to and that all contracts and Commercial Participator Agreements remain up to date.
- Ensure resign process is established in advance of partnership close date.

	<p>Supervision</p> <ul style="list-style-type: none">• Effectively supervise additional staffing resources such as volunteers and young Ambassadors in support of the partnerships.• Liaise with the Corporate Partnerships team to ensure high levels of donor care and work hand in hand with relevant teams at Variety to deliver partnerships. <p>General</p> <ul style="list-style-type: none">• Develop an understanding of the issues faced by disabled children and young people and in particular, young wheelchair users, as well as disability equality and related topics.• Keep abreast of the corporate partnerships and wider charity sector trends through relevant publications, websites, conferences, and networking.• When required, carry out any other tasks within the scope of the role to meet the needs of the charity and as directed by the Corporate Accounts Manager and/or the Group Head of Partnerships Fundraising/or the Director of Fundraising and/or the Chief Executive. <p><i>Other Requirements</i></p> <ul style="list-style-type: none">• You may, with reasonable notice, be required to work at any of Variety sites.
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Person Specification

SECTION C – PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Skills and Ability:

- Excellent verbal and written communication skills, including strong presentation and public speaking skills.
- Excellent interpersonal skills and ability to network and build relationships at all levels.
- Results and target driven.
- Excellent negotiation and influencing skills.
- Excellent organisational and planning skills and an ability to prioritise, juggle a varied workload, and work calmly under pressure to meet tight deadlines.
- Good level of computer literacy i.e., MS Office.
- Proficient in database use (Microsoft Dynamics preferred).
- Able to work as part of a team and on own initiative.
- Strong project management skills and attention to detail.
- Exceptional customer service skills.
- Understanding of diversity and equality issues.

Experience

- Demonstrable experience of account management either within a corporate fundraising or corporate social responsibility setting, or a relevant client facing commercial role.
- Demonstrable experience of working in a professional fundraising role (Corporate Partnerships preferred - including charity of the year, cause related marketing and commercial partnerships).
- Proven track record of meeting and exceeding targets.
- Experience of working with inter-departmental and multi-functional teams.
- Experience of building relationships with people at all levels

Circumstances

- Able when required to work irregular and/or extended hours, including weekends.

Desirable Knowledge, Skills and Experience

Knowledge

- Understanding and familiarity of Safeguarding Children, Young People and Vulnerable Adults, the Equality Act, Data Protection and Health & Safety.
- Knowledge of fundraising standards and guidelines.
- Understanding of marketing and PR principles.

Experience

- Demonstrable experience of account management either within a corporate fundraising or corporate social responsibility setting, or a relevant client facing commercial role.
- Experience of planning and monitoring income and expenditure budgets and producing management reports.
- Experience of planning and managing events.

	<ul style="list-style-type: none">• Understanding of charity law and legal contracts relating to all aspects of corporate partnerships. <p>Qualifications</p> <ul style="list-style-type: none">• Academic study, professional development and/or professional memberships relevant to the role.
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Variety, the Children's Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex marital status, sexual orientation, gender reassignment, age, or disability. It is the responsibility of employees to apply Variety's Equal Opportunities and Health and Safety Policies in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety's major events and will be expected to work together with the Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.