

## JOB DESCRIPTION

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<b>Job Title:</b>	Corporate Partnerships Manager – New Business
<b>Directorate:</b>	Strategy and Transformation
<b>Location:</b>	Agile working from Tower Hill London, and home working
<b>Responsible to:</b>	Senior Corporate Partnerships Manager
<b>Responsible for:</b>	Corporate Partnerships Coordinator, Corporate Partnerships Executive

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## PURPOSE OF THE JOB

St Mungo's is one of the UK's leading homelessness charities, providing services that aim to end homelessness and rebuild lives. As the Corporate Partnerships Manager – New Business, you will be responsible for leading the cultivation and launch of new corporate partnerships, that deliver mutual benefit for St Mungo's and the partnering company.

You will line manage a Corporate Partnerships Coordinator and Executive and lead on all new business activity which will involve identifying suitable partner prospects, cold outreach and cultivation of relationships, negotiating agreements through to handover to account management team. Over recent years, St Mungo's has seen significant growth in corporate partnerships. We are proud to have a number of long-term relationships with companies from a range of sectors including Bloomberg, Taylor Wimpey and The Deposit Protection Scheme who share our commitment to ending homelessness and rebuilding lives. Reporting to the Senior Corporate Partnerships Manager this role will be responsible for leading the new business team and adopting a strategic approach to new business across the corporate partnerships and the wider fundraising team.

## KEY RESPONSIBILITIES

- Oversee new business activity (strategic, charity of the year, commercial and brand partnerships)
- Develop relationships with prospective partners
- Develop high quality pitches and proposals to secure partnerships
- Produce appropriate marketing material, cases for support and other promotional material to secure new, high-value partnerships
- Use a relationship led approach to build the overall Corporate Partnerships pipeline, maximising potential for strategic, multi-year, multi-faceted partnerships
- Develop and implement resources and processes for new partnership opportunities
- Ensure St Mungo's strategic priorities are addressed through our partnerships and that the brand is protected and appropriately valued
- Support the Regional Partnership Coordinators with corporate engagement at a local level.
- Lead on handover of new partnerships to account management team
- Support the account management team in growing/renewing current partnerships

## Management

- With the support of the Senior Corporate Partnerships Manager, refresh, develop and implement the Corporate Partnerships new business strategy



- Through the securing of new partnerships, support the Corporate Partnerships team in achieving income targets
- Ensure appropriate strategies and new business approaches are in place within the team so that we are working efficiently and strategically to secure new partnerships
- Ensure compliance at all times with the Fundraising Regulator and Chartered Institute of Fundraising in all new business activity (e.g. due diligence on prospects, partnership agreements in place, key communications logged).

### **To lead and manage a team**

- Taking the lead in recruitment and selection of new staff to the team.
- The post will have two direct reports – Corporate Partnerships Coordinator (New Business) and Corporate Partnership Executive (New Business)
- Manage the work of each line report, ensuring that they are set clear objectives, receive regular supervisions and are working towards personal development plans.
- Ensuring good communication between staff by holding team meetings regularly, and additional briefings as necessary.
- Inducting new staff and planning the continuing development of existing staff on the basis of an annual appraisal.
- Encourage a positive atmosphere within the team, modelling effective leadership and ensuring direct reports are aware of opportunities to develop.
- Operating St Mungo's disciplinary and grievance procedures where necessary.
- Ensuring the health and safety of team members. This will include implementing procedures for office safety and use of computer equipment.
- Defining (and reviewing from time to time) the roles of staff to ensure they support the function's aims and objectives.

### **Internal liaison**

- Develop positive working relationships across St Mungo's, particularly with the Fundraising, Communications & Policy teams, frontline services and St Mungo's clients.
- Ensure regular liaison within the Fundraising and Communications & Policy teams and all levels of frontline staff to develop good 'asks' and visits for prospective corporate partners.

### **Administration**

- Become fully conversant with the functions of Raiser's Edge and maintain accurate and up-to-date records.
- Oversee the management of the corporate partnerships pipeline on Raiser's Edge
- Oversee effective administrative procedures to support our new business corporate partnerships activities.

### **General**

- Adhere to St Mungo's Policies and Procedures at all times.
- Cover for other members of the team and division as necessary.
- Being proactive in reviewing and evaluating own performance and identifying and acting upon areas for improvement and development.
- Undertaking, as required, any other duties compatible with the level and nature of the post and/or reasonably required by more senior members of staff.
- Attend and participate in divisional and team meetings and other meetings as required.

This job description covers the current range of duties and will be reviewed from time to time. It is St Mungo's aim to reach agreement on changes, but if agreement is not possible, St Mungo's reserves the right to change this job description



# **PERSON SPECIFICATION**

## **Corporate Partnership Manager – New Business**

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Although we are keeping direct experience/knowledge requirements to a minimum, we do need you to use the application form or covering letter to demonstrate your capabilities, in relation to each point listed under essential requirements in the person specification. Where relevant use your answers to illustrate how your competences have helped you achieve positive results.

### **ESSENTIAL REQUIREMENTS**

#### **Experience**

1. Extensive experience of securing new multi-year, high value partnerships, as well as brand and commercial partnerships.
2. Demonstrable experience of negotiating, influencing and creating partnership agreements.
3. Experience of leading, motivating and managing people to achieve team and organisation objectives.

#### **Skills, Knowledge and Abilities**

4. Excellent written and verbal communication skills.
5. Good administration skills including proficiency in using word processing, database and spreadsheet packages, such as Microsoft Word, Excel and Raisers Edge.
6. Up to date knowledge of developments in corporate partnerships.

**The following are required of all roles with St Mungo's. However, you do not need to address these in your application.**

- Genuine interest in and commitment to St Mungo's work and client group.
- An understanding of and commitment to diversity & equality
- Willingness and ability to work hours outside of normal office hours on occasion (time off in lieu will be granted).
- Willingness to work flexibly in response to changing organisational requirements.



**In the selection and interview process, we will be assessing candidates against the following competencies:**

<b>COMPETENCY</b>	<b>PRIMARY INDICATORS</b>
<b>Improving and Innovating</b>	<ul style="list-style-type: none"> <li>• Is open to new ideas, improvement and change.</li> <li>• Handles situations and problems with innovation and creativity.</li> <li>• Shows commercial and financial awareness.</li> </ul>
<b>Interacting and Influencing</b>	<ul style="list-style-type: none"> <li>• Takes responsibility and demonstrates values-driven leadership.</li> <li>• Shows self-awareness.</li> <li>• Works well with other people.</li> <li>• Collaborates and networks effectively internally and externally.</li> <li>• Shows sound communication and influencing skills.</li> </ul>
<b>Understanding and Doing</b>	<ul style="list-style-type: none"> <li>• Able to find and analyse relevant written and numerical information and use it to make sound judgements.</li> <li>• Able to think strategically.</li> <li>• Demonstrates the necessary technical skills and aptitudes at the level that are required for the role.</li> <li>• Has good writing skills at the level required for the job.</li> <li>• Plans, organises and manages time well.</li> <li>• Demonstrates compliance and accountability.</li> </ul>
<b>Involving and Including</b>	<ul style="list-style-type: none"> <li>• Builds client/stakeholder involvement into all activities.</li> <li>• Is client and customer focused.</li> <li>• Aware of own level of cultural competence and proactively seeks to develop.</li> <li>• Actively promotes equality, diversity and inclusion among colleagues and clients.</li> </ul>
<b>Managing and Empowering (for managers only)</b>	<ul style="list-style-type: none"> <li>• Builds a high performing team.</li> <li>• Provides staff with clear direction and support.</li> <li>• Motivates, supports, enables and promotes the wellbeing of their team.</li> <li>• Manages the operational aspects of their function efficiently.</li> <li>• Implements plans, strategies and services effectively.</li> <li>• Actively contributes to service growth.</li> </ul>