

Job Description

Job title: Partnerships Manager

Reports to: Head of Relationship Fundraising and Partnerships

Responsible for: Corporate Fundraising Leads

1. Main job purpose

To play a key role in the East Anglian Air Ambulance's (EAAA) fundraising team and helping to shape the ambitious future for fundraising.

Lead on and develop the corporate partnerships strategy, to grow income and ensure all key objectives and non-financial targets are delivered.

Manage an effective partnerships team who are securing new and stewarding existing corporate supporters and commercial partnerships, across East Anglia.

2. Main duties/responsibilities

- Working with the Head of Relationship Fundraising and Partnerships lead on developing and delivering the corporate partnerships strategy for EAAA, ensuring integration with the wider fundraising and organisational strategic plans.
- To ensure consistent management of the corporate partnerships team, leading and motivating a team of diverse and talented individuals as they deliver their financial targets and objectives/KPIs to increase the number of corporate supporters, and provide an outstanding experience for everyone who engages with EAAA.
- Have overall responsibility for the creation and management of the team's income and expenditure budget, feeding into the 5-year fundraising financial plan, and ensure targets are met, costs are controlled and take proactive action to reduce any financial deficits across income, if required.
- Development and delivery of innovative and bespoke supporter journeys, products and propositions, in line with an effective acquisition, loyalty, cross selling and retention plans, to engage with new and existing corporate partners. Utilising all marketing channels including; mail, email, telephone, in person events and social media (specifically creating a plan for the better use of Linked In).
- Working closely with relationship fundraising colleagues to develop specific supporter journeys and acquisition plans for c-suite and senior decision makers in organisations – with stewardship sitting at the right level and within the right team depending on their method of giving.
- Collaborate with other teams, including community fundraising, events, volunteering, relationship fundraising, community training and others to identify opportunities for growing additional income and support. Including, but not limited to, event sponsorship, team event registrations, corporate

volunteering opportunities, in kind and pro-bono support and community initiatives.

- Provide expert advice, direction, support and upskilling to the engagement and community teams in how they can better steward and support corporate donors, as they will be providing stewardship at the appropriate level for some corporate partnerships and activity.
- Support the development of fundraising policies and procedures for the benefit of the corporate partnerships and wider fundraising as a whole – working with other colleagues as and when required. Ensuring all corporate supporter data is accurate and stored securely.
- Ensure best practice is followed, comply with all current legislation in relation to communicating with supporters, data protection, commercial agreements and ensure all activity is carried out in a safe and legal way.
- To attend and contribute to regular meetings with other managers in the fundraising team, and any additional meetings as required.
- Be the main contact for all AAUK national corporate partnership activity, including attending and participating in AAUK meetings (some travel required), identifying and assisting in securing national partnership opportunities, cascading this information to the wider fundraising team and account managing at a regional level any national partnerships secured.

3. General duties/responsibilities

- From time to time, the post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Staff will actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.

- Staff should uphold and demonstrate the Charity's values (reasoned, accountable, integrity, synergy and evolution).
- All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
- Reporting incidents via the Radar system as part of an open and fair culture.
- Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience and knowledge.

4. Person specification

Essential	Desirable
Education	
	Relevant diploma, professional fundraising qualification or experience managing a fundraising department/team
Experience	
Significant recent experience of working as a manager within a charity, a new business or account management team	Experience of using Microsoft Dynamic CRM system
Experience of managing, motivating and developing a geographically dispersed team.	Account management of partnerships/relationships within a business or charity setting
Managing effective internal or external relationships	
Knowledge and practical experience of using CRM systems	
A commercial focus and understanding of commercial partnerships inc. regulations	
Management of Income and expenditure budgets, target setting and reporting	
Knowledge and skills	
Excellent communication and presentation skills, especially confident on the telephone and the ability to deal with a diverse range of people	Creating and delivering successful pitches
Up to date knowledge of current legislation and developments relating to fundraising	
Developing effective stewardship or customer journeys	
Excellent IT skills	
Personal qualities	
Able to communicate and influence at all levels of the organisation	

Professional credibility	
A natural leadership style, able to gain respect and work as a team player with a range of people	
Strong organisational skills and a collaborative approach	
Full clean driving licence and access to own vehicle	