

Job Description: New Business Corporate Partnerships Manager

Salary: M2, London, £42,904

Department: External Relations

Location: Hybrid working (London Office Base)

Department: External Relations

Key working relationships: Senior Corporate Partnerships Manager, Head of Partnerships & Philanthropy, External Relations Director, Head of Engagement, Head of Brand, Marketing and Comms, Senior Trusts and Grants Manager, Assistant Director and Heads of Network Delivery, Assistant Director of Finance, Assistant Director of Impact, Senior Leadership Team, CEO, Trustees, supporters, young people.

Purpose of the job

This role is an exciting opportunity for an outstanding individual to join the UK Youth Fundraising team. UK Youth already works with a broad range of exciting corporate partners, including Coca-Cola Europacific Partners, KFC, Burger King and RSA Insurance. This role focuses on identifying and securing new income generation opportunities with Corporate Partners across strategic, commercial and charity of the year style collaborations.

About UK Youth

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes. UK Youth plays a unique role in addressing the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

Why work at UK Youth?

Young people are facing a complex and increasingly challenging world. There are pressures on their mental health, employment prospects, and even physical safety. Youth work is an essential tool to help young people navigate these difficulties and set them up with skills for life. But over ten million young people are currently unable to access this life changing and even life-saving resource. UK Youth brings together young people and youth workers with business leaders, teachers, doctors, and other professionals to identify solutions, provide practical support and campaign for social change. By working at UK Youth, you will be a joining a committed group of people who are seeking to tackle the systemic problems letting young people down.

We are a value-based, passionate and committed organisation offering a friendly working environment with lots of opportunities for professional development and socialising, from lunch and learn sessions, staff quizzes and UK Youth team within the Charity Softball League. UK Youth prides itself on being an Equal Opportunity employer and we would particularly welcome applications for this role from those who identify under one of the protected characteristics under the Equality Act 2010.

We value the differences that a diverse workforce brings and are committed to inclusivity, and to employing and supporting a diverse workforce. Our selection procedures ensure that people are treated on the basis of their relevant merits, experience, skills and abilities and that no individual receives more or less favourable treatment.

Key responsibilities:

- Lead and secure income from new corporate organisations and achieve new business targets
- Identify new corporate opportunities to add to the new business corporate pipeline
- Pro-actively engage new businesses using a range of methods: e.g. working with senior stakeholders,

- events, networking, cold calls, emails, LinkedIn
- Develop and strengthen warm relationships with prospective funders and find opportunities to engage them in the work of UK Youth
- Develop corporate bids, budgets and proposals, managing the process across different teams, cultivating strong relationships with internal and external stakeholders
- Create and present high quality, persuasive funding bids to C-suite audiences and senior stakeholders
- Present and attend meetings alongside senior leaders and stakeholders at UK Youth
- Work with the Senior Partnerships Manager to identifying new streams of income from different corporate audiences
- Work with the Senior Partnerships Manager to develop the corporate partnerships offer beyond income generation, identifying opportunities for corporate partners to offer their skills and expertise to further UK Youth's charitable objectives
- Ensure all donations are accurately recorded and recognised, working closely with the finance team
- Ensure that the CRM is up to date and accurate at all times
- Keep up to date with trends, research and data on fundraising and corporate partnerships, helping to inform long-term strategy.

Events, marketing and communications

- Input into the creation of impactful supporter communications, working closely with the Partnerships and Fundraising team and other teams across the organisation as required
- Work closely with the marketing and communications team to develop ways to promote partnership opportunities with UK Youth across our social media channels
- Work closely with the events team to ensure that prospective partners and warm leads have ample opportunity to engage in our work
- Identify opportunities and positively contribute to raising the profile of the charity
- Attend external networking events and conferences to raise the profile of UK Youth's work and meet potential donors.

Budget and Line Management

- Manage and operate within the agreed business plan and budget to ensure that UK Youth fundraising targets are met
- Attend one to one meetings and appraisals with the Senior Partnerships Manager
- Lead on the development of budgets for funding proposals
- Support the development of the corporate new business pipeline

General Responsibilities

- Professionally and positively represent the organisation at all times
- Feed into the corporate fundraising strategy
- Attend and participate proactively in staff meetings, team meetings and other meetings as required
- Work effectively with colleagues to achieve the aims and objectives of the charity
- Support organisation-wide initiatives to facilitate cross-team working
- Proactively contribute to the effectiveness of meetings, knowledge sharing and staff development
- Take reasonable care of their own health and safety and for that of others who might be affected by their own work, as required by law and described in the relevant operating procedures and policies
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Key working relationships

The post holder is responsible for working with a wide range of individuals and organisations. These include:

- Prospective and current corporate partners

UK YOUTH

- UK Youth's CEO, Directors and other staff of UK Youth
- UK Youth's Trustees
- UK Youth's Network including youth workers and young people

Person Specification:

Experience

- Demonstratable experience in a sales or corporate fundraising role, working on six – seven figure proposals
- Proven track record of corporate partnerships fundraising/ securing sales targets from new organisations
- Experience of working in a busy and deadline-driven environment and achieving ambitious targets
- Experience negotiating, pitching and presenting to senior (C-suite) internal and external stakeholders

Knowledge, skills and understanding

- Track record of negotiating and securing high value partnerships or contracts (6 or 7 figures)
- Knowledge of the commercial sector and how to engage senior stakeholders and decision makers
- Understanding of how to develop and manage funding proposals across multiple departments and secure the support of internal stakeholders
- Skilful to operate across a number of different fundraising areas
- Able to build relationships quickly and effectively
- Highly developed verbal communication skills
- Excellent written communication skills and an ability to produce compelling and creative proposals and pitches
- High attention to detail and accuracy when completing complex projects
- Excellent planning and organisation skills and the ability to work to deadlines under own initiative
- Basic analytical and project management skills with proven experience of meeting and juggling multiple activities simultaneously
- Well-developed IT skills, including Microsoft Office
- Experience of using a donor database/ CRM system
- Knowledge of governance and regulations related to corporate partnerships fundraising
- Empathy with the needs of young people and the work of UK Youth

Personal qualities

- A pro-active, target driven, self-motivated and enthusiastic individual with initiative and commitment to achieving results
- Strategic thinker and team player
- Excellent interpersonal skills
- People-person with a knack for influencing and negotiating
- Excellent organisation and time management skills
- Passion for fundraising and youth sector.

Desirable

- Successful experience of fundraising for youth causes specifically