



## Job description

<b>Job title:</b>	<b>Corporate Partnerships Development Manager</b>
<b>Salary:</b>	<b>£35,000 to £38,000 per year dependent on experience</b>
<b>Contract type:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Reports to:</b>	<b>Head of New Corporate Partnership Development</b>
<b>Direct/indirect reports:</b>	<b>None</b>

## Introduction

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One person in six has poor literacy skills that impact on every area of their life. A child without good reading, writing and communication skills can't succeed at school, and as an adult they could be locked out of the job market. Poverty doubles the likelihood of literacy failure by the age of five.

We are an independent charity dedicated to raising literacy levels in the UK by giving disadvantaged children the literacy skills they need to succeed. Our research and analysis make us the leading authority on literacy. We run projects in the poorest communities, campaign to make literacy a priority for politicians, businesses and parents, and support schools.

We are a rapidly growing organisation, with ambitious plans and amazing staff. We have 25 years' experience of delivering programmes and campaigns to improve the skills and confidence levels of those most in need of support. Partnerships are an essential part of our work – with the education sector, with businesses and with community partners. We work closely with both national and local government. Our funders and partners include high street brands such as McDonald's, WHSmith and Clarks Shoes, and large multinationals such as Lancôme, KPMG and PwC. We have our main office in Vauxhall, London, and as well as people working to support our community activity around the country.

This role is based in our development department, working in a team of four who manage our corporate and brand partnerships. We have enjoyed significant growth and success

through long-term partnerships that are vital to our sustainability and have a very high-profile within the organisation. You will focus on developing new business opportunities, working alongside a newly appointed Head of Corporate Partnership Development to identify and secure new partnerships and income to meet ambitious targets. You will also have some account management responsibility for existing corporate relationships, providing a high level of stewardship.

## **Part 1: Job profile**

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### **1.1 Main purpose of job**

This role is responsible for developing and securing new corporate partnerships, working to income targets for core activity (unrestricted income) as well as programme (restricted) income. The postholder will also spend some time managing existing corporate relationships.

### **1.2 Position in organisation**

This role is part of the development department, which currently has a total of 13 permanent members of staff, and works as part of a team of four who manage our corporate and brand partnerships. The postholder reports directly to the Head of New Corporate Partnership Development, but is also accountable to the Head of Partnerships for the account management part of the role.

The role may involve the management of ad hoc or administrative support, seconders and interns (where available) and other staff as deemed appropriate, as well as contract management with freelance associates, services and suppliers.

### **1.3 Working contacts**

#### **Internal**

Close working with staff from across the organisation including members of the senior management team, other members of the development department, and other departments including communications, finance and programme delivery.

#### **External**

Frequent contact, at a range of levels including the most senior, with:

- New, historical and existing corporate and brand partners
- Other partner organisations, including media, national and local government, NGOs and other third sector organisations
- Suppliers
- Ambassadors, trustees and other senior advocates

## **Part 2: Key duties and responsibilities**

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### **2.1 Income generation**

- Meet agreed income, cost efficiency and profitability targets
- Develop new and existing business through market and prospect research, networking, identifying and responding to leads and working closely with colleagues across the organisation
- Research, write and present funding bids, proposals and documentation
- Ensure that all necessary due diligence is carried out
- Keep abreast of relevant developments, legislation and networks

### **2.2 Managing partnerships and stewardship of funders**

- Ensure that relationships with funders and partners – current, potential and historical – are effectively managed
- Work with colleagues to ensure effective reporting and deployment of funding received
- Develop, in consultation with colleagues, all relevant materials for reporting and servicing of funding relationships
- Work with colleagues to ensure that our reputation and brand values are maintained and strengthened through partnership activity
- Use our contact database and systems to log and share contacts

### **2.3 Planning, monitoring and reporting**

- Contribute to corporate partnership strategy and budget setting in collaboration with colleagues
- Contribute to forecasting and regular reporting, both internally and to trustees
- Contribute to the development and running of the corporate partnership and event calendar
- Evaluate the impact of activity

### **2.4 Other**

- Contract and manage external services where necessary, in consultation with colleagues and line manager
- Lead, input to and/or support our fundraising events
- Represent the organisation at a high level

The postholder may also be required to undertake other activities as deemed appropriate by their line manager or the Director, and to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

## **Part 3: Person specification**

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### **3.1 Essential experience**

- Income generation, specifically from the corporate sector
- Development and management of relations in the corporate sector
- High level CSR experience

#### **3.1.1 Desirable experience**

- Education and / or voluntary sector experience
- Event management
- Marketing

### **3.2 Knowledge**

- Understanding of corporate social responsibility and corporate sponsorship/partnerships
- Current UK education/literacy policy and practice
- Principles of effective fundraising
- Principles of effective marketing, communications and engagement
- Excellent safeguarding practice

### **3.3 Skills**

- Planning for income generation and strategy development
- Excellent formal and informal presentation skills
- Excellent writing skills
- Strong relationship management skills
- Financial management and planning
- Project and risk management
- Information management and excellent administration and organisation
- IT skills, including Microsoft Word, Excel, PowerPoint, Outlook and databases
- Working independently and problem solving
- Working under pressure and managing deadlines

### **3.4 Other**

- Ambition to grow and develop new business, working to targets
- Commitment to equality and diversity
- Clear interest in and understanding of literacy and social justice issues
- A flexible and open working attitude with a positive and solution-based approach

#### **Part 4: Summary of terms and conditions of service**

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- Location:** The postholder will be an employee of the National Literacy Trust. The post is based at the National Literacy Trust, 68 South Lambeth Road, London SW8 1RL.
- Probation period:** This post is subject to a 12-week probationary period.
- Notice period:** This post is subject to an eight-week notice period.
- Safeguarding:** The postholder will adhere to the National Literacy Trust's safeguarding policy for children, young people and vulnerable adults.
- Expenses:** The role will require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.
- Annual leave:** Annual leave entitlement is a total of 39 days per year (pro rata for part time staff), made up of 28 bookable days plus all bank holidays and the closure of the office from Christmas Day to New Year's Day inclusive.
- Pension:** The National Literacy Trust will contribute 8% of annual salary for those who qualify for our group pension plan.
- Other benefits:** We provide a Cycle to Work scheme, season ticket travel loans and access to other health and wellbeing benefits including discounted gym membership, dental plans and health assessments.