



Changing life stories

Job description

| | |
|---------------------------------|--|
| Job title: | Partnerships Manager |
| Salary: | £34,000 per year |
| Contract type: | Fixed term for 18 months |
| Hours: | 35 hours per week |
| Reports to: | Head of Home Learning Environment |
| Direct/indirect reports: | None |

Introduction

One person in seven 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 giving disadvantaged children the literacy skills they need to succeed. We work to improve reading, writing, speaking and listening skills in the UK's poorest communities. Because low literacy is intergenerational, we focus our work on families, young people and children.

We help to transform lives through literacy, working in partnership with the education sector, businesses and community partners. We establish literacy projects in the poorest communities, provide support for schools and campaign to make literacy a priority for politicians and parents. Our research and analysis make us the leading authority on literacy.

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 literacy support, and work closely with both national and local government, and the voluntary sector. Our funders and partners include high street brands such as McDonald's, WHSmith and Clarks Shoes, and large multinationals such as Pearson, 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.

The early home learning environment is a key focus for our work, as simple actions in the home can strengthen a child's early language and literacy skills. However, this doesn't happen for many children and the resulting language and vocabulary gap is the foundation of much literacy failure.

Working with the Department for Education (DfE) we have developed a behaviour change approach to improving the home learning environment that draws on the resources of business partners and other stakeholders. With the DfE we have brought together a range of business partners who understand the importance of this issue and who want to act, using their products, services and staff as mechanisms to reach our target audience. With funding from the DfE, we are now working to build on this national coalition of businesses, developing this behaviour change approach and working directly in seven local authorities where early language and literacy is weak.

This role will be responsible for securing investment and volunteer commitment from companies to support the home learning environment programme through social marketing activity, HR and corporate social responsibility practices and volunteering.

Part 1: Job profile

1.1 Main purpose of job

This role is responsible for recruiting and managing partnerships with a national coalition of businesses. This will include significant business development activity to engage companies who can reach our target audiences through their products and services, and securing 10,000 volunteers within these companies.

1.2 Position in organisation

This role is part of the Home Learning Environment (HLE) team, which has six members of staff, three London based and the rest around the country. This role will be line managed by the Head of the HLE team.

1.3 Working contacts

Internal

Close working with the development team, in particular the partnerships team

Close working with the community programmes team, including local Hub Managers

Close working with the communications team

External

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

- Existing corporate and brand partners, new partners and historical partners
- Other partner organisations, including media, national and local government, NGOs and other third sector organisations
- Suppliers
- Programme coordinators
- Ambassadors, trustees and other senior advocates
- Regular contact with convening bodies such as CBI, BiTC

Part 2: Key duties and responsibilities

2.1 Building the National Business Coalition

- Recruit 100 business to be part of the national coalition
- Identify businesses with either a customer or staff base of parents of children aged 0-5 in areas of socio-economic disadvantage
- Design partnership activity through social marketing, HR/staff training and/or CSR and volunteering which positively influences the HLE
- Secure new business through market and prospect research, networking, identifying and responding to leads and working closely with colleagues across the organisation
- Develop proposals and pitches demonstrating the case for business engagement in HLE
- 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, including developing metrics with partners for activities delivered through their channels

2.4 Sustainability

- Working with the Head of the HLE team, develop a range of products, projects and sponsorship opportunities to secure funding from businesses in support of the HLE work

2.5 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

3.1 Essential experience

- Significant account or relationship management experience
- Demonstrable business development experience
- Voluntary sector experience
- CSR and fundraising experience

3.1.1 Desirable experience

- Corporate/charity partnerships
- Event management
- Marketing

3.2 Knowledge

- Corporate social responsibility and corporate sponsorship/ partnerships
- Social marketing or behaviour change campaigns
- Related charity law and fundraising regulations
- Principles of effective fundraising, marketing, communications and engagement
- Excellent safeguarding practice
- Current UK education/literacy policy and practice

3.3 Skills

- Excellent written and spoken communications and relationship management
- 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

- Commitment to equality and diversity
- Strong interest in literacy and social justice issue
- A flexible and open working attitude with a positive and solution-based approach

Part 4: Summary of terms and conditions of service

- Location:** The post holder 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:** This post is subject to a 12-week probationary period.
- Notice:** This post is subject to an eight-week notice period.
- Annual leave:** The annual leave entitlement is 28 days per year pro rata, plus public holidays. In addition, our office is closed from Christmas Day to New Year's Day inclusive and you are not expected to put any of your leave allowance aside to cover this.
- Pension:** The National Literacy Trust will contribute 8% of annual salary for those who qualify for our group pension plan.
- Expenses:** This role will require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.
- Safeguarding:** The post holder will adhere to the National Literacy Trust's safeguarding policy for children, young people and vulnerable adults.