



Job Description

Corporate Partnerships Manager

Grade: 9

Directorate: Fundraising, Marketing & Communications **Location:** Slimbridge / Hybrid

Reporting to: Senior Corporate Partnerships Manager

Main function of post: To manage a portfolio of corporate partnerships, that deliver significant income and profile raising opportunities for the charity. Working closely with colleagues in the Corporate Partnerships team and wider Philanthropy team, this role will build successful long-term partnerships with a wide range of business types, maximising on all opportunities to increase income and drive engagement with this key audience.

Supervisory responsibilities: None

Hours worked: 37.5 hours per week (4 days part-time considered for the right candidate)

Working pattern: Monday to Friday

Main duties of the post

1. Work with the Senior Corporate Partnerships Manager and wider corporate partnerships team to develop and deliver a corporate development plan, to deliver agreed income and other targets.
2. Manage a portfolio of corporate supporters, providing professional stewardship, and ensuring relationships deliver against agreed objectives and obligations for the partner and WWT.
3. Work with the corporate partnerships team to maximise income from corporate supporters, exploring all opportunities for deepening relationships.
4. Deliver the corporate partnerships content and communications plan, identifying key moments to drive further engagement with our partners.

5. Working closely with the Corporate Development Manager, develop and maintain a prospect pipeline for securing new commercial and sponsorship partnerships.
6. Work with the corporate partnerships team to evolve existing products and develop new products for the market.
7. Attend WWT and other events in order to establish new contacts, develop existing relationships, and raise WWT's profile and credibility with potential partners.
8. Provide regular updates on progress against agreed metrics and contribute to wider departmental fundraising reports as required.
9. Keep abreast of trends and developments in corporate fundraising and the wider corporate sector in order to inform and refine the strategy and identify new opportunities for income generation.
10. Manage information through Access Charity CRM, our database, to ensure accurate and detailed record keeping and support the departments prospecting needs.
11. Comply with data protection, fundraising and other charity law and best practice guidance as appropriate.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: September 2007

Amended: November 2024

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent

2. Experience

Essential:

- Significant experience of account management either within the charity or private sector
- Experience of corporate relations or sales and marketing in a target-driven organisation
- Experience of developing compelling proposals for the corporate sector, with an understanding of how to position projects attractively for the market
- Track record of consistently achieving ambitious income targets
- Experience of using cultivation plans and CRM databases
- Experience of maximising opportunities through the deployment of strong commercial acumen

Desirable:

- Experience of developing prospect pipelines in the charity or private sector
- Track record of securing partnerships or generating new business with corporate organisations within the charity or private sector
- Experience of negotiating and completing contractual agreements

3. Managerial & Supervisory

Essential:

- No direct line management is required in this role.

4. Responsibility

Essential:

- Responsible for achieving income targets of c.£200k

- Able to operate with high a degree of independence and also as part of a team
- Responsible for maintaining accurate information in the CRM database
- Able to adopt a flexible approach to managing a wide and varied workload, prioritising accordingly, and ensuring all income targets and KPIs are achieved

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£0
Cash Handling	£200,000 (income target)
Assets (required for job, exc. buildings)	£1,000
Visitors (per annum)	N/A

5. Creative Ability

Essential:

- An entrepreneurial and creative approach to identifying opportunities with existing partners
- An ability to construct high quality proposals that will meet the criteria of the prospect, stand out from the competition, and communicate complex issues clearly

6. Contact

Essential:

- Excellent communication skills, both written and verbal, including confident and capable presentation skills
- A flexible, diplomatic and assertive approach, with outstanding negotiating skills
- The ability to build effective working relationships across multi-disciplinary teams in a complex organisation
- The ability to network effectively and represent WWT at the highest level
- Ability to be passionate and inspiring when communicating about WWT's wo

General Notes

This position will require occasional evening and weekend work to meet the needs of the post. A current driving licence and an ability to travel within the UK are essential.