



Corporate Partnerships Officer

Job description

Grade	C
Type of contract	Permanent
Directorate	Fundraising
Team	Corporate Partnerships
Reports to	Pro-bono, Volunteering & Gift-in-Kind Senior Officer
Responsible for	No direct reports
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford office
Hours	35hrs p/w

About the role

In these unprecedented and challenging times, Mind is and will be needed more than ever and our corporate partnerships play a huge role by helping us raise income and public awareness and address key organisational challenges.

In the last few years Mind's Corporate Partnership team has seen exponential growth in terms of team size, number of partners and income/added value delivered. Mind has partnerships with a range of companies including The Co-operative, Bupa, Google, ITV and Deloitte.

We are looking for a great relationship builder, someone who's self-motivated and creative and also analytical and process driven. This is an exciting and ever-developing role which will help us to maximise the impact we can achieve for people with mental health problems through our corporate partnerships.

You will be responsible for supporting our pro-bono, volunteering and gift-in-kind (GIK) programme, which utilises companies' skills, time and assets to support internal teams and local Minds to deliver their aims and objectives.

You will also support our network of local Minds; sharing leads and opportunities, signposting and being their internal champion within the team. This support will help local Minds sustain and develop their organisations, and the crucial mental health services that they deliver in their communities.



In 2020/21, the team secured over £900K worth of pro bono, volunteering and GIK support including free ad space for our emergency appeal to support fundraising and donor acquisition, apprenticeship levy funding to deliver a new leadership and management programme and consultative support to inform the scope of our international activity. We also supported 93 local Minds through passing over corporate leads and extending volunteering, gift-in-kind and fundraising opportunities from our corporate partners.

This role could suit people with a range of backgrounds including volunteer manager/coordinator, account or project manager/coordinator or new business executive.

Key Responsibilities

1. Supporting the delivery of the pro-bono, volunteering and gift-in-kind programme within Mind, contributing to a team target of £250K per annum.
2. Managing agreed pro-bono, volunteering & and gift-in-kind projects and supporting the Senior Corporate Partnerships Officer with the delivery projects. This could involve e.g. writing project briefs, matching projects to corporate partners and tracking progress and impact.
3. Working closely with Mind Retail to deliver corporate partner retail challenges and stock drives.
4. Building relationships with internal stakeholders across the Mind federation and corporate supporters and ensuring all parties have a positive experience working with the team.
5. Maintaining up to date records and ensuring effective contact and account management through internal trackers and CRM database.
6. Developing resources and processes to help continuously improve the workstream. For example, putting together case-studies of successful projects, or developing feedback surveys
7. Proactively extending new business leads and support offers and opportunities from our national corporate partners to the local Mind network.
8. Acting as the main point of contact for local Mind corporate partnership queries and requests, providing advice and guidance, and reaching out to other staff members at national Mind who can provide relevant insight.
9. Championing local Minds across the Corporate Partnerships in assessment of opportunities and as appropriate at team/ departmental meetings



10. Undertaking projects which benefit the wider Corporate Partnerships team. For example, supporting with the maintenance and development of the 'Balanced Scorecard' document, which is used to collate a range of KPIs from the Corporate Partnerships team, and used for wider organisational reporting
11. Undertaking other duties that may from time to time be necessary, that are compatible with the nature and grade of the post e.g. support new business applications and pitches.

Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.

Role expectations:

- Keep abreast of internal and external trends and developments and respond accordingly
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law
- Work closely with team members and Mind colleagues, to share ideas, insights and improve ways of working, with the aim of improving the value at Mind
- To be a proactive team member, able to plan and manage your work
- To create a positive and collaborative one team spirit across Corporate Partnerships, the fundraising division and other colleagues

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems
- Work collaboratively across teams, departments, locations and organisations
- Stand up for what they believe is best and trust in themselves and each other
- Be open to others and ourselves and show a commitment to learning
- Be open to change and respond flexibly and quickly to the changing world
- Demonstrate organisational awareness and see the bigger picture while working towards objectives



- Communicate effectively, ensuring their messages are understood and that they strive to understand others
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work
- Take responsibility for their decisions
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times
- Contribute to making Mind a greener workplace

Person specification

Essential criteria

Experience

1. Experience of managing projects with different stakeholders
2. Experience developing or improving processes
3. Experience of using a database to monitor and manage relationships and maintain accurate records

Skills

1. Excellent interpersonal skills, with the ability to build relationships with a wide range of people, using tact and diplomacy



2. Excellent, oral and written communication skills to deliver messages to a range of audiences in a clear, inspiring and impactful way
3. Excellent organisation skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently
4. Flexible, adaptable and proactively responsive to change
5. Ability to find creative solutions to challenges
6. Ability to take initiative and take ownership of key responsibilities.
7. Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint as well as willingness to explore newer tools which could enhance team working

Desirable criteria

1. Experience of managing or working on pro-bono, volunteering or gift-in-kind projects
2. A good knowledge and understanding of corporate fundraising and the commercial world.
3. Direct or indirect experience of mental health problems
4. Experience of working in an organisation with a federated structure