



# Senior Corporate Partnerships Officer

## Job description

<b>Grade</b>	D
<b>Type of contract</b>	Permanent
<b>Directorate</b>	Fundraising
<b>Team</b>	Corporate Partnerships
<b>Reports to</b>	Corporate Partnerships Manager (Account Management team lead)
<b>Responsible for</b>	Corporate Partnerships Fundraising
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office. (minimum two days a week in office to receive geographical weighting)
<b>Hours</b>	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 while reaching new audiences.

In the last few years Mind's Corporate Partnership team has seen exponential growth. Mind has strategic, Charity of the Year and commercial partnerships with companies across a range of sectors including retail, legal and construction.

We are looking for an experienced, creative and motivated account manager, to join our high performing and fast paced team at an incredibly exciting time. You will be managing a varied and interesting range of partnerships including existing and some brand new partnerships, and line managing a Corporate Partnerships Officer and Assistant. This role will sit within the Account Management section of the team.

The Corporate Partnerships team is overseen by the joint Heads of Corporate Partnerships and consists of two Account Management teams, a New Business team, and a Product Development team. This role will sit within the Account Management section of the team and reports into the Corporate Partnerships Manager.

As a skilled relationship manager, you'll provide first-rate account management and develop creative fundraising and engagement plans to excite and inspire. You will work collaboratively with staff at a variety of levels across Mind, together with other stakeholders and external contacts to maximise income and other opportunities for Mind.



## Key Responsibilities

1. Account manage a small portfolio of key six and seven-figure partnerships. Effectively managing, developing and delivering the partnerships to maximise income and other benefits for Mind.
2. Provide excellent account management; providing highest levels of customer care and effective corporate relationship management, with support from the Corporate Partnerships team and the rest of Mind. Develop and implement fundraising and engagement plans and plan for successful renewals and/or legacies.
3. Seek to identify or generate additional income. Develop multi-faceted, long term relationships within your accounts and support on new partnership pitches, including inputting into proposals, pitching, helping to secure sponsorship and sharing leads.
4. Produce communications and stewardship plans to ensure cultivation opportunities are maximised, working closely with the Communications and Media teams as needed.
5. Liaise with other Mind departments, Mind Retail, Mind Cymru and local Minds to maximise the potential of our partnerships to reap benefits for Mind's entire network and our partners, including through workplace wellbeing, volunteering and pro bono support.
6. Liaise with internal and partner communications and PR teams to ensure all necessary partnerships materials are produced and distributed and PR and celeb engagement opportunities are maximised.
7. Lead or assist with the creation of innovative fundraising initiatives, using a range of fundraising techniques.
8. Work closely with the public fundraising team to ensure that challenge events, payroll giving and direct marketing opportunities are smoothly co-ordinated and that our partners are given the support they need if they wish to fundraise for Mind in this way.
9. Work closely with internal project teams and report back on how our partners' support has made a difference, demonstrating a clear understanding of the breadth and depth of Mind's work and the projects they're supporting.
10. Manage and monitor income and expenditure budgets to ensure income targets are met or exceeded, flagging any variances to the Head of Account Management in good time.



11. Liaise closely with the Head of Account Management and lead contacts at our partners, to report against agreed partnerships objectives and KPIs.
12. Work with the Head of Account Management to manage risk in new partnerships and to ensure that Mind's corporate policy is adhered to.
13. Assist with the organisation of events connected with the Partnerships fundraising team, and with practical tasks for other departmental events, as required.
14. Develop and adhere to systems to ensure effective contact and account management. This will involve working closely with the Corporate Partnerships and Supporter Care teams.
15. Represent the Partnerships team in appropriate working groups, workshops and/or meetings/other events as directed.
16. To undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of this post.

## **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 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.



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

1. Experience of leading high value corporate relationships (6 figure+), providing first rate account management, including building and maintaining relationships, influencing and negotiating with a wide range of people using tact and diplomacy to secure renewed/extended support.



2. Proven ability to develop partnerships, identifying opportunities to add value for all stakeholders, and taking a proactive approach to delivering against these opportunities.
3. Experience of line management, with ability to support, delegate work, and bring out the best in those you manage.
4. Excellent communication skills and the ability to understand and translate complex information to a variety of audiences and to package up different elements of Mind's work into attractive corporate propositions – in both written and verbal form. Including developing and delivering targeted presentations and corporate pitches to funders/clients.
5. Excellent organisation skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently. Be flexible, adaptable and proactively responsive to change particularly while working under pressure and to tight deadlines.
6. Proven track record of meeting or exceeding fundraising targets.
7. Proven ability to think creatively and proactively to seek innovative solutions to client needs.
8. Excellent business acumen and experience of working with one or more commercial sectors.
9. Proven ability to address large meetings with main board Directors/audiences at fundraising events as well as small groups and individual VIPs.
10. Knowledge and understanding of the general corporate landscape, charity legislation, corporate Gift Aid and VAT.
11. Experience of writing formal reports (internal and external) and funding proposals as well as developing content for agreements and other communications materials e.g. web, marketing with a keen attention to detail.
12. Well-developed numeracy and analytical skills. Proven ability to manage budgets including forecasting, monitoring, maintaining agreed cost/income ratios and regular reporting of outcome against KPIs.



13. Proven ability to monitor, assess, evaluate and report back to corporate partners on how their support has made a difference to Mind.
14. Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint.

## **Desirable criteria**

1. Direct or indirect experience of mental health problems.
2. Experience of using the MS Dynamics database or similar to monitor and manage corporate relationships.