



# Corporate Partnerships Assistant

(externally: New Corporate Partnerships Executive)

## Job description

<b>Grade</b>	B
<b>Type of contract</b>	Permanent
<b>Directorate</b>	Fundraising
<b>Team</b>	Corporate Partnerships
<b>Reports to</b>	Senior Corporate Partnerships Officer (New Partnerships)
<b>Responsible for</b>	No direct reports
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford office
<b>Hours</b>	35hrs p/w

## About the role

In these unprecedented and challenging times, Mind is and will be needed more than ever. 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. In 2020/21, Mind's corporate partnerships generated over £12 million gross income for our work.

The New Corporate Partnerships team has been at the forefront of securing some fantastic partners for Mind such as Halfords, Dunelm, Kleenex, McLaren Racing, and McVitie's, to name a few. Our partnerships cover the spectrum of partnership types from strategic partnerships, Charity of the Year partnerships (COTYs), corporate donations, brand and commercial partnerships. You will help us build on our success.

We are looking for a great relationship builder, someone who's self-motivated and creative and also analytical and process driven. This is a varied 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.

Reporting to the Senior Corporate Partnerships Officer, you will provide New Partnerships Team valuable support, as well as taking the lead on your own projects and partnership opportunities.



## **Key responsibilities**

1. Lead on securing and onboarding low-medium value corporate partnerships. This includes researching, scoping, pitching/presenting, and coordinating handover to Account Management team.
2. Carry out industry and company research to inform the New Partnerships Team's opportunity triaging and due diligence processes.
3. Initiate contact and build working relationships with new company contacts that have approached Mind, scoping out the opportunity and summarising it for the team.
4. Lead on the management of the outward facing new partnerships team inbox, which receives approaches via Mind's website and from other teams at Mind. Ensuring that all enquiries are responded to and logged correctly.
5. Support senior team members in scoping and developing high value partnerships. This includes attending meetings with external contacts, and the preparation of compelling proposals and presentations for prospective corporate partners.
6. Support and lead on internal team improvement projects, including the development of new processes and general resources for prospective partners.
7. Help maintain accurate, up to date records of all corporate contacts on the database, and ensure that this information adheres to data protection guidelines.
8. Provide excellent customer service in response to both external and internal enquiries.
9. Undertake research into giving trends in the corporate sector, as directed.
10. Liaise with other Mind departments, Mind Retail, and local Minds as appropriate with regards to corporate fundraising & developmental opportunities with prospective partners.
11. Contribute effectively as part of the Partnerships team, as well as the Fundraising department as a whole.
12. Undertake any other duties, which are in keeping with the grade and overall purpose of the post. For example, ad hoc administrative support for the new partnerships team, or minuting internal/external meetings.



## 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. Demonstrable experience of working in an office based/administrative role.
2. Experience of organising and prioritising own workload on a day-to-day basis.
3. Experience of working to tight deadlines.
4. Experience of maintaining accurate records and using a database.
5. Experience of dealing with a variety of people, on the telephone and in person; providing good customer service.
6. Experience of managing difficult (email or spoken) conversations and/or negotiating.

#### Skills

1. Good IT skills. Competent in the use of MS Office, including Word, Excel, Outlook and PowerPoint.
2. Good written and spoken communication skills.
3. Good team working and relationship management skills.



4. Attention to detail and ability to present work well, including laying out presentation slides, meeting notes, and research findings.
5. Ability to work with existing processes and feed into the development of new ones.
6. Ability to use own initiative by taking ownership of key responsibilities.

### **Desirable criteria**

1. Direct or indirect experience of mental health problems.
2. Experience of working in the charity and/or business sector.
3. Experience of corporate partnerships, from either a private sector or charity sector perspective.
4. Experience of using Fundraising or CRM databases.
5. Demonstrable basic understanding of PR and digital communications concepts.
6. Experience of performing background research or due diligence checks on organisations or individuals.