



Corporate Partnerships Officer

Job description

Grade	C
Type of contract	Fixed Term to 30 July 2022
Directorate	Fundraising
Team	Corporate Partnerships
Reports to	Senior Corporate Partnerships Officer
Responsible for	Corporate Partnerships Fundraising
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff 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 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 and creative 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.

The Corporate Partnerships team is overseen by the joint Heads of Corporate Partnerships and consists of an Account Management team and New Business team. This role will sit within the Account Management section of the team and reports into a Senior Corporate Partnerships Officer.

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 across Mind, together with other stakeholders and external contacts to maximise income and other opportunities for Mind.



Key Responsibilities

1. Account manage a number of key five and six figure partnerships at Mind, effectively managing, developing and delivering the partnerships to maximise income and other benefits for Mind.
2. Develop and implement an agreed fundraising and engagement plan; developing a road map and communications plan to maximize support over the course of partnerships; planning and leading meetings; speaking or sourcing speakers for key meetings and events; seeking additional income or generating opportunities within the relationship.
3. 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.
4. 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 volunteering and pro bono support.
5. Liaise with internal and partners' communications and PR teams to ensure all necessary partnerships materials are produced and distributed and PR and celeb engagement opportunities are maximised.
6. Lead or assist with the creation of innovative fundraising initiatives, using a range of fundraising techniques.
7. Work closely with the public fundraising team to ensure that challenge events and payroll giving 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.
8. 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.
9. Manage and monitor income and expenditure budgets to ensure income targets are met, flagging any variances to the Senior Account Manager in good time.
10. Liaise closely with the Senior Account Manager and lead contacts at our partners, to report against agreed partnerships objectives and targets.
11. Work with the Senior Account Manager to manage risk in new and existing partnerships and to ensure that Mind's corporate policy is adhered to.
12. Research and input into proposals and presentations for potential corporate partners, with the New Business team.
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 effective 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. A minimum of one years' experience of account managing five figure plus relationships and commercial/cause related marketing partnership/s or equivalent relationship based roles in a fundraising, events, sales or marketing environment and meeting or exceeding financial targets.
2. Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy.
3. Excellent business acumen and experience of working with one or more commercial sectors.
4. Excellent, oral and written communication skills to deliver fundraising presentations and pitches to a range of audiences including large meetings with board Directors/ audiences at fundraising events as well as small groups and individual VIPs in a clear, inspiring and confident way.
5. Well-developed numeracy and analytical skills for tracking and recording data. With a proven ability to manage budgets including forecasting, monitoring, maintaining agreed cost/income ratios and regular reporting of outcomes against KPIs.
6. A proven track record of providing a high level of customer care including building and maintaining relationships to secure repeat support.



7. Understanding and experience of applying charity legislation, corporate Gift Aid and VAT
8. Excellent organisation skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently.
9. Proven ability to think creatively and proactively to seek innovative solutions to client needs.
10. Flexible, adaptable and proactively responsive to change.
11. Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint

Desirable criteria

1. Experience of researching and developing targeted proposals for presentation to funders/clients.
2. Direct or indirect experience of mental health problems.
3. Experience of using the MS Dynamics database or similar to monitor and manage corporate relationships.
4. Proven ability to monitor, assess, evaluate and report back to corporate partners on how their support has made a difference.
5. Experience of working under pressure and meeting tight deadlines.
6. Willingness and ability to occasionally travel to meetings in England and Wales, and on occasion the need for an overnight stay.