



## Senior New Corporate Partnerships Manager Description

- Job

(Internal job title - Senior Corporate Partnerships Officer (New business - Proactive))

<b>Grade</b>	D
<b>Type of contract</b>	Permanent
<b>Directorate</b>	Fundraising
<b>Team</b>	New Corporate Partnerships / Corporate Partnerships
<b>Reports to</b>	Head of New Corporate Partnerships
<b>Responsible for</b>	Corporate Partnerships Assistant (matrix line management, 2-2.5 days per week)
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
<b>Hours</b>	35 or 28hrs p/w

### About the role

This is a vital role with the responsibility to lead on and help us secure more six-figure partnerships of all partnership types. A particular focus and priority for the team and this role, is to prioritise opportunities with the strongest alignment to Mind's new strategy and where there is the greatest potential for longer-term strategic and transformational partnerships.

Reporting to the Head of New Corporate Partnerships, you will be responsible for; proactively identifying and qualifying opportunities, developing and stewarding relationships, thinking creatively and strategically to develop compelling proposals. You will be leading pitches and representing Mind at key meetings.

### About the department and teams

Mind's Partnerships Fundraising team – part of the wider fundraising directorate – is responsible for generating income from major donors, charitable trusts and foundations, the statutory and corporate sectors. In 2020/21, Mind's corporate partnerships generated over £12 million gross income for our work. Mind has had its most successful fundraising year ever in 2020-21, raising almost £60m.

The New Corporate Partnerships team is comprised of a head of team, three Senior Managers, one New Corporate Partnerships Officer and two Team Assistants.



The New Corporate Partnerships team has been at the forefront of securing some fantastic partnerships for Mind such as, Allianz, Bupa, Co-op, Direct Line, ITV, McLaren Racing, and McVitie's, to name a few. Our partnerships cover the spectrum of partnership types; strategic and Charity of the Year partnerships (COTYs) and brand and commercial partnerships. You will help us build on our success.

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 to achieve our strategic goals and adding value to businesses and society through our partnerships, including raising public awareness and reaching new audiences.

Mind employs over 300 staff and we have a team of volunteers. Most staff are based in Stratford, London, there is an office in Cardiff and there are a number of dispersed staff working across England and Wales. Mind is formally moving to a hybrid working model combining a balance of home and office based working.

## Key Responsibilities

1. To help implement the Corporate Partnerships team's new partnerships strategy, to help the Partnerships Team reach its goal of raising over £20m pa, working closely with the Head of New Corporate Partnerships and other team members.
2. In year one, to be accountable for delivering an individual income target for 21/22 and 22/23 and supporting the overall New Partnerships Teams' multi-year income targets and ROI, working with the Head of New Corporate Partnerships and reviewing progress on a monthly and quarterly basis.
3. In collaboration with the Head of New Partnerships, refine and develop Mind's proactive corporate prospecting approach, including improved ways of working with Mind's leadership team and trustees, with the aim of increasing the sustainability, value and breadth of partnerships secured at Mind.
4. Develop stewardship plans for top prospects, including Mind senior leadership and trustee engagement and roles, taking a collaborative approach and balancing impact and effort across opportunities
5. Matrix line management of one of the New Partnerships Team assistants (2-2.5 days per week), who will provide research support for your role and the wider team's research tasks, company inbox responses and administrative needs as needed.



6. Lead and assist with the design of new partnership agreements with companies to ensure that expectations from both parties are met and the interests of Mind are looked after, and risks are mitigated.
7. Work with colleagues across Mind to identify the potential and manage the risk in new partnerships, ensuring that Mind's ethical policy and charity legislation is adhered to.
8. Monitor, analyse and review information on industry trends, innovations and developments, keeping the pipeline updated.
9. Build connections and improve cross-working within Mind, Wales, Mind retail and local Minds and externally to maximise corporate opportunities and income, including speaking at external events to help raise Mind's profile.
10. Work closely with the Workplace Wellbeing, Training, Index and Community & Events teams to ensure opportunities are maximised, smoothly co-ordinated and incorporated into pitches to deliver the greatest benefit to Mind, the company and mental health.
11. Represent the Partnerships team in appropriate working groups, workshops and/or meetings/other events as directed.
12. Monitor and evaluate new business activity and provide regular updates/reports to the Corporate Partnerships Manager (Head of New Corporate Partnerships).
13. To use the Mind Dynamics database to enter, update and extract accurate information to maximise operational benefits and opportunities from the database system.
14. To undertake other duties that may, from time to time, be necessary and 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:



- To be a proactive and focused team member, able to plan and manage your work to deliver a strong pipeline of strategic prospects for Mind across COTY, brand, strategic and transformational partnerships
- Work closely with the other Senior Managers in New Partnerships, as well as wider team members and Mind colleagues, to share ideas, insights and improve ways of working, with the aim of improving the value (financial and beyond) at Mind.
- 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.
- 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.
- 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. Securing new business and/or forming partnerships with top tier brands/companies. Experience and understanding of the main partnership types, brand, strategic and Charity of the Year (COTY) corporate partnerships within the charity sector
2. Stewarding senior managers and directors internally and externally to a high quality and inspiring long-term relationships for mutual benefit.
3. Building and managing prospect/sales pipelines to achieve income targets.
4. Managing, forecasting and monitoring budgets to deliver against income and expenditure targets.
5. Using a range of research techniques to keep abreast of funding opportunities and to conduct due diligence on companies.
6. Working collaboratively and in partnership with individuals, groups, organisations and stakeholders internally and externally.



7. Providing excellent customer service and delivering on service level objectives across the organisation.

### **Skills**

1. Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of corporate teams (for example, CSR, Comms & Marketing, and commercial counterparts), using tact and diplomacy.
2. Excellent organisational skills with the ability to proactively manage and take responsibility for own workload, handle multiple priorities and to work independently and as part of a team.
3. Excellent, oral and written communications including proposals, reports and pitches.
4. 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
5. Flexible, adaptable and proactively responsive to change.
6. Strong research skills and proven record of scanning the environment for opportunities in a systematic fashion.
7. Up to date knowledge of the principles and practice of corporate partnerships, fundraising, charity legislation (in relation to partnership agreements, corporate Gift Aid and VAT), major corporate prospects and of the general corporate fundraising landscape.
8. Excellent IT skills including use of Microsoft Office Outlook, Word, Excel, PowerPoint, as well as willingness to explore newer tools which could enhance team working and proposal quality, e.g. Miro

### **Desirable criteria**

1. Worked for a commercial organisation and a charity.
2. Line management experience.
3. Direct or indirect experience of mental health problems.
4. Experience of working in an organisation with a federated structure.
5. Using a CRM database to monitor and manage contacts, applications, and success against a range of KPIs.
6. Ability to work flexibly and travel throughout England and Wales and to work unsocial hours/stay overnight on occasion, as required.

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