

SENIOR COMMUNITY PARTNERSHIPS MANAGER

Job Level	5	Kornferry Function	<i>Completed by Reward</i>
Directorate	Marketing, Fundraising & Comms	Function/Service	Supporter-led Fundraising (SLED)
Direct Reports	1 or more	Indirect Reports	NA
Line Manager Title	Head of Supporter-led fundraising	Budgetary Responsibility	<i>Team income target of up to £2m, up to £100k expenses</i>

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in [Our Leadership Framework - RedRoom](#).

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Role description:	
Purpose	<p><i>This role will take the lead in the organisation for developing the Community Partnership Corporate Strategy. They will design the strategy inclusive of looking at the UK proposition, a value exchange offer, developing and designing proposals and managing the development pipeline; identifying opportunities, growing existing relationships and working with the Corporate Manager and wider relationships team to implement the business development strategy.</i></p> <p><i>This role will take responsibility for coaching and training of the relationship fundraisers; ensuring they can support with both business development and account management.</i></p> <p><i>This role will also be the main point of contact with the Partnership & Philanthropy team, ensuring that there is excellent information flow between teams. They will hold regular meetings to ensure the teams work closely with another. They will also be the decision makers on where relationships best sit and own the management of the 50-100k relationships alongside the support of wider team members.</i></p>
Key Responsibilities <i>Under maximum of 4 headings with a maximum of 6 bullets per heading</i>	Community Partnership Lead <ul style="list-style-type: none"> • Work with the Head of Supporter-Led fundraising to develop and implement a corporate strategy for small/medium corporate within the UK, that is aligned to our organisational and wider fundraising strategy, which drives income growth and builds engagement. • Lead the delivery of strategic plans; developing and designing proposals and having lead accountability for the business development pipeline, identifying opportunities and growing existing relationships. • Monitor and report on SME corporate fundraising operating plans and budget to maximise sustainable net income, looking to future plans. • Work with the SME Corporate Manager and wider relationships team to implement the business development strategy. <i>Coach and train the</i>

relationship fundraisers; ensuring they can support with both business development and account management.

- Main point of contact with the Partnership & Philanthropy team, ensuring that there is excellent information flow between teams. Decision makers on where relationships best sit and own the management of the 50-100k relationships and strategic plans for maximising opportunities from national corporate with local activations
- Develop products and employee engagement ideas that maximise community partnerships activations with our brand

Account Management

- Responsible for ensuring that there is a clear and smooth transition of partners to the Relationship management team, ensuring donors are well supported during this process
- Undertake any other duties that may reasonably be required by the Director or Head managers, including acting as team lead for contracts and legal, representing BRCS at events and meetings with corporate supporters as and when require.
- Ensure readiness to respond to Emergency Appeals at short notice by sharing relevant and up to date messaging on the appeal, expert stewardship and strategic outreach to corporates maximising the success of the appeal

Data & Insight

- Develop and maintain pipeline and pledged data from corporate donors making sure we are aligned to what the P&P team is using
- Support the development of a data-driven culture, role-modelling best practice CRM use, ensuring consistent use and that that information is maintained, reviewed and updated.
- Horizon scanning both inside and outside the sector, to identify actionable trends, insights opportunities for new product development and new partners.
- Work closely with analysis teams to identify areas for development and improvement, continually refreshing our portfolio and ensure British Red Cross has compelling products to attract and engage partners.

Strategic direction and leadership

- Lead the SME corporate fundraising discipline within Supporter-led team.
- Produce 3-year financial frameworks for our Regional Corporate Fundraising activity. Produce forecasts and ROI models for product optimisation and development.
- Create the annual budget for our Regional Corporate Fundraising activity across the UK, closely monitor income and expenditure and reforecast throughout the year.
- Ensure that all activities comply with GDPR guidance, Fundraising Regulator's Code of Conduct, British Red Cross' policies and procedures and demonstrates best practice.
- Line-manage and coach corporate manager making sure the team is delivery strategic plans, focus on key audiences based on potential value and raise targets attributed
- Work collaboratively with the Senior Management team within Supporter-Led Fundraising to develop and implement strategies, working as a cohesive unit ensuring best practice, maintaining efficiencies and avoiding duplication.

Leadership Behaviours

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities
- Empowers others based on their skills and expertise.

	<ul style="list-style-type: none"> • Dynamic, inclusive, compassionate and courageous. <p>Team Leader</p> <ul style="list-style-type: none"> • All team members understand their responsibilities and objectives. • All resources involving staff managed in accordance with BRC policies and procedures. • All staff are kept informed of relevant organisational plans and updates on development. • Team ideas and comments are communicated and forwarded appropriately <p>Team Member</p> <ul style="list-style-type: none"> • Actively participates in all team meetings. • Supports other team members. • Work and behaves in accordance with all BRC policies and procedures. • Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). <p>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</p>
<p>Know-how</p> <p><i>From your overall 'Know-how' description, please indicate clearly which are 'Essential Criteria' (no more than 6) and which are 'Desirable Criteria' (no more than 3) – these will then be used in recruitment (for advertising and shortlisting purposes)</i></p>	<p><i>Essential Criteria</i></p> <ul style="list-style-type: none"> • <i>Extensive fundraising experience, skills and knowledge of regional/SME, corporate fundraising, with a track record of growing income from this income stream.</i> • <i>Highly developed written and verbal communication skills to produce clear, tailored and persuasive donor facing materials such as proposals and pitches to a range of audiences in an inspiring and confident way</i> • <i>Experience of a leading a team in a fast pace and demanding environment helping them, to overcome challenges and develop resilience while achieving targets.</i> • <i>Substantial experience managing business development cycle and activities including managing own and other's pipeline.</i> • <i>Experience of building strong and effective donor relationships at all levels, including senior management to deliver integrated, collaborative partnerships</i> • <i>Experience working for a charity in a corporate fundraising or a sales management role with the private sector</i> <p><i>Desirable criteria</i></p> <ul style="list-style-type: none"> • <i>Strong team leader, able to inspire others to work collaboratively and maximise opportunities. Can demonstrate skill in all of the supporter-led fundraising disciplines; community fundraising, online and challenge events.</i> • <i>Ability to analyse and assimilate written and financial information quickly and accurately and present this effectively as part of a management report.</i> • <i>Experience of building strong and effective donor relationships at all levels, including senior management to deliver integrated, collaborative partnerships.</i> • <i>Experience of knowledge of charity and data protection regulation, including GDPR requirements and how they impact on fundraising</i>

Additional Requirements	<ul style="list-style-type: none"> • <i>Ability to work effectively remotely with colleagues across various geographical locations</i> • <i>Occasionally to work outside of working hours, evenings or weekends.</i> • <i>Able to travel around the UK and stay overnight where appropriate</i> • <i>Hold a full driving licence and able to use their own car for work-related travel (mileage will be reimbursed and use of hire cars is encouraged for longer journeys)</i>
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Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	No
International Roles Only	
International Police Check	No
International Driving Licence for manual cars	No

Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.