

## Job description: Corporate Partnerships Officer

**Duration:** Permanent

**Salary:** 03, London, £28,000

**Location:** Flexible

**Reporting to:** Corporate Partnerships Account Manager

**Department:** External Relations

**Key working relationships:** Head of Partnerships and Philanthropy, Corporate Partnerships Manager, Events Team, Digital, Marketing and Comms team, Volunteer Engagement Manager and wider Collective Action Team, Ambassadors, CEO, Senior Leadership Team and Trustees, supporters

### Purpose of the job

As Corporate Partnerships Officer you will work closely with the Corporate Partnerships Account Manager in managing our portfolio of corporate partnerships, maximising income and support benefits through delivery of excellent partnership stewardship and a great supporter experience. You will be responsible for managing low level partnerships from Charity of the Year relationships to Cause Related Marketing playing a key role in ensuring UK Youth can triple its income in the next three years (from c. £7m in 2020/21). Working closely with the Engagement team, you will work to improve our engagement with supporters through new innovative and digital mechanisms to improve their understanding of and connection to our cause.

### Why work at UK Youth?

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes. UK Youth plays a unique role in addressing; the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

### Key responsibilities

- Support the Corporate Account Manager in delivering excellent account management of UK Youth's corporate partnerships to maximise income and other mutually beneficial opportunities across in-kind, volunteering and pro bono.
- Lead on the account management of low level partnerships, proactively seeking out opportunities to unlock support across all areas of UK Youth's work.

### Other area of responsibilities

#### Income Generation

- Develop and implement an agreed fundraising and communications plan in collaboration

with each partner to achieve agreed outcomes.

- With direction from the Partnerships and Philanthropy Lead, adopt a human centric approach to designing all content for external audiences, supporting colleagues to deepen their understanding of this approach.
- Project manage each partnership internally, coordinating cross-departmental engagement to ensure partnership activity is well supported and delivered.
- Produce high quality written communications, reports, propositions and pitches for each partnership - delivering excellent account management through the highest levels of customer care
- Ensure we can maximise the skills and experience of corporate partnerships through pro-bono, in-kind and volunteering support
- Responsible for producing high quality written communications, reports, propositions and pitches as per requirements of each partner.
- Ensure accurate recording of all activity internally through the use of the CRM and partnership management plans.
- Research and analyse data and trends impacting corporate/charity collaborations to help inform strategy and business plans, contributing to lessons learnt into the design teams and continuous learning approach
- Keep up to date with relevant business news and strategic shifts or developments at each partner and seek out opportunities to broaden your knowledge.
- Working with the Collective Action team to realise our ambitions about increased volunteering from corporate partners recognising their skills and expertise and relevance to youth organisations, young people and UK Youth.
- Support corporate partners in their fundraising endeavours to achieve targets- devising new fundraising approaches as well as signposting to existing opportunities (e.g. Challenge events)
- Ensure all eligible places for UK Youth led challenge events are fulfilled by representatives from corporate partners
- Work with the Philanthropy & Partnerships Lead to develop a framework for delivering account management that provides guidance and parameters for all new partnerships ensuring we retain a good ROI and balance our resources carefully.

## Digital, Engagement and Communications

- Work closely with the Digital, Marketing & Communications team to improve our communications to supporters with a focus on more powerful storytelling and use of digital
- Work closely with the Digital, Marketing & Communications team to develop ways to promote, showcase and celebrate opportunities with UK Youth across our social media channels and other digital platforms,
- Ensure the attendance of partners at UK Youth events maximising the opportunity to improve engagement and demonstrate the impact of our work and their connection to our cause
- Deepen and strengthen external relationships with current portfolio of partnerships, proactively seeking out relevant opportunities to network, attend external events and identify speaking opportunities for UK Youth.
- Work closely with the Events team to ensure engagement from corporate partners as well

as securing sponsorship and support

## Strategy and Performance

- Provide audience expertise into planning cycles and strategic decisions that influence the creation of products and propositions;
- Provide weekly reporting to the Partnerships & Income Lead on achievement against KPIs and priorities;
- Manage and operate within the agreed business plan and budget to ensure that UK Youth income targets are met;
- Ensure all donations are accurately recorded and recognised, working closely with the finance team,
- Ensure that the CRM is up to date and accurate at all times,
- Ensure all fundraising activities meet fundraising and data compliance standards
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

## Officer behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work.
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds an understanding of equity, diversity and an inclusive culture
- Able to take personal accountability for key work areas and understand individual accountabilities within work areas back to inform planning and decision making
- Able to identify cause and effect relationships and take a solution focussed approach
- Able to be solution focussed in their thinking and approach.

## Person Specification: Corporate Partnerships Officer

### Experience

- Experience of account management of Charity of the Year partnership/s or equivalent relationship-based roles in fundraising, events, sales or marketing environment
- Experience of working in a busy team across multiple projects
- Experience of working within a fundraising or similar team
- Experience/understanding of supporting the delivery of employee engagement activities such as volunteering

### Knowledge, skills and understanding

- Knowledge of the fundraising and/or commercial market
- Knowledge of the needs of young people, the youth sector and UK Youth
- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy.
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint
- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently

## Personal qualities

- A 'can do' and flexible approach with ability adapt to changing priorities, including a willingness to travel and work occasional evenings and weekends when necessary
- Outcomes focused and target driven
- Passionate about supporting young people
- Strong storyteller and communicator
- Honesty and integrity
- Brave and ambitious
- Open to new ideas and creative thinker

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.