

## Job description: Corporate Partnerships Manager

**Duration:** Permanent. Full time; 37.5 hours per week

**Salary:** £44,876 per annum

**Location:** Flexible

**Reporting to:** Head of Corporate Partnerships

**Department:** Fundraising

### Purpose of the job

As Corporate Partnerships Manager, you will be joining a supportive and highly ambitious Corporate Partnerships Team sitting within the wider Fundraising Department. You will work closely with colleagues across Fundraising, Communications and Marketing, Delivery and Impact, collaborating to maximise the value and impact of corporate partnerships.

You will be working across both account management and new business, building on your knowledge and expertise across these two disciplines to proactively spot new income generation opportunities for the charity, as well as unlock non-financial support through skills-based volunteering, pro bono projects, and collaborative communications and brand engagement opportunities. This role also includes line management responsibilities.

### Why work at UK Youth?

UK Youth exists to widen the reach and deepen the impact of youth work and outdoor learning, so that every young person has someone who believes in them. Our vision is a society that backs every young person - through each spark, struggle and success.

As the UK's national infrastructure body for youth work, we strengthen and champion a diverse network of youth organisations, unlock investment, shape policy and build the evidence base for what works. At a time of growing need and inequality of access, our work has never been more important.

We are entering an exciting new phase of our strategy - focused on long-term resilience, income diversification and a transformational Capital Appeal to develop Avon Tyrrell as a national centre of excellence for outdoor learning. Joining UK Youth means being part of an ambitious, impact-driven organisation committed to strengthening youth work for generations to come.

### Key responsibilities

#### Account Management

- Lead on the account management of a portfolio of UK Youth's high-value corporate partners, maximising income and wider partnership value for UK Youth.
- Work cross-organisationally to design and deliver high-quality engagement opportunities for new and existing partners, with a focus on skills-based volunteering, pro bono support, commercial products, and integrated communications, storytelling and brand engagement

opportunities.

- Collaborate closely with Communications and Marketing to amplify partnerships, ensuring strong visibility, compelling storytelling and mutual brand value.

## New Business

- Work closely with the Head of Corporate Partnerships and Corporate Partnerships Manager (New Business) to build and maintain a strong, well-qualified pipeline of new opportunities.
- Proactively approach new companies within priority sectors, developing and delivering high-quality pitches and tailored propositions to secure new partnerships.
- Support the team to conduct thorough due diligence and capacity analysis on new partnerships and re-funding opportunities.

## Line Management and Team

- Line manage one Corporate Partnerships Officer who primarily supports account management, while also contributing to new business activity, enabling them to deliver excellent partnership management and identify opportunities to maximise income and support.
- Uphold and maintain account management and new business processes, including individual stewardship plans, accurate recording of activity on the CRM, income pipeline tracking and due diligence.

## Other area of responsibilities

### Organisational contribution

- Contribute to the wider Corporate Partnerships strategy, supporting diversification and the growth of sustainable, multi-year partnerships.
- Work across the organisation to ensure partners and prospective partners receive high-quality stewardship, with propositions aligned to UK Youth's strategic priorities and tailored to corporate audiences.
- Produce high-quality written communications, including reports, proposals and pitches for new and existing partners.
- Build and strengthen external relationships with new and existing partners by representing UK Youth at networking events and corporate engagement opportunities, proactively identifying opportunities to connect and securing speaking opportunities.
- Stay up to date with trends, insights and innovation in corporate-charity partnerships to inform strategic planning and partnership development.
- Monitor relevant business news and sector developments to identify opportunities and deepen understanding of key partners and priority sectors.

## Engagement and Communications

- Work closely with the Marketing & Communications team to strengthen communications to supporters, with a focus on impactful storytelling and effective use of digital channels.
- Collaborate with Marketing & Communications to promote, showcase and celebrate partnerships across social media and other digital platforms, maximising visibility and engagement.

- Ensure strong partner engagement at UK Youth events, maximising opportunities to demonstrate impact and deepen partners' connection to our work.
- Work closely with the Events team to drive partner engagement, as well as secure sponsorship and additional support.
- Collaborate with the Engagement team to identify opportunities to align corporate partnerships with wider individual giving activity.

## Strategy and Performance

- Contribute audience insight and partnership expertise to planning cycles and strategic decision-making, supporting the development of compelling products and propositions.
- Provide regular updates to the Head of Corporate Partnerships on performance against KPIs and priorities.
- Support the delivery of income targets by effectively managing performance against plans and budgets.
- Ensure all activities comply with relevant fundraising regulations, data protection requirements and internal policies.

## Manager 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 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.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

## Person specification: Corporate Partnerships Manager

### Experience

We welcome candidates with relevant professional or transferable experience, including equivalent experience gained outside corporate fundraising.

- Experience of managing high-value corporate partnerships, with a strong focus on account management.
- Experience of prospect research and contributing to pitching, proposal development or bid processes.
- Experience of line management, with the ability to motivate, support and develop team members to deliver high performance.

- Experience of working in a fast-paced environment across multiple projects and priorities.
- Experience of project management, including planning and delivery of partnership activities.
- Experience of working within a fundraising or target-driven environment.
- Experience of delivering successful employee engagement initiatives, including skills-based volunteering and pro bono programmes.
- Experience of working collaboratively with Marketing and Communications teams to deliver partnership-related content, campaigns or storytelling.

## **Knowledge, skills and understanding**

- Strong interpersonal skills, with the ability to build relationships, influence and negotiate effectively with a wide range of stakeholders, including senior corporate contacts.
- Strong understanding of corporate partnership models, including sponsorship, brand collaborations, employee engagement, and CSR/ESG alignment.
- Good knowledge of the fundraising and/or commercial landscape, with strong prospect research, pipeline management and analytical skills, including forecasting.
- Knowledge of the needs of young people, the youth sector and the work of UK Youth.
- Excellent written and verbal communication skills, with the ability to translate impact into compelling, commercially minded propositions and storytelling.
- Excellent organisational skills, with the ability to manage competing priorities, take ownership of workload and work independently.
- Good IT skills, including Microsoft Office (Outlook, Word, Excel and PowerPoint), with strong attention to detail and good CRM discipline (experience of Microsoft Dynamics desirable).

## **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
- Confident relationship-builder and negotiator.
- Ability to work independently, taking initiative and ownership.
- Outcomes focused and target driven, with a strong sense of accountability.
- Passionate about youth work and supporting young people
- Open to new ideas, with a creative and solutions-focused mindset.
- Ambitious and motivated by delivering long-term impact.

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.

As part of the recruitment process UK Youth will be gathering and uses certain information about you. For further information regarding this please review our Data Protection Privacy Notice which explains what data of yours we process and how we use it.