

**Individual Role Profile**

|  |  |
| --- | --- |
| **Title:** | Corporate Partnerships Manager (Fixed-term Contract) |
| **Career Family:** | Fundraising |
| **Grade:** | 4 |
| **Reports to:** | Senior Corporate Partnerships Manager |

|  |
| --- |
| **About Centrepoint**  Centrepoint is the leading charity for homeless young people aged 16-25. We operate nationally, with bases in London, Manchester, the North East and Yorkshire, and we support nearly 13,000 vulnerable young people a year by providing accommodation, teaching valuable life skills, tackling their physical and mental health issues and working with them to get them into education or employment. We aim to give homeless young people a future and we want to end youth homelessness by 2037.  **About the Team**  The Partnerships Manager will play a vital role within the Corporate Partnerships Function of the Relationship Fundraising Department. The Corporate Partnerships Team of six work closely with the Corporate Business Development team to on-board partners and provide high quality account management to our corporate partnership portfolio.  **About the Role**  The Partnerships Manager will be primarily responsible for managing Centrepoint’s new multi-year strategic partnership with Coventry Building Society. This new partnership is the largest multi-year partnership in Centrepoint’s corporate portfolio to date, and a transformational partnership for Centrepoint and the young people we work with. Funding from the Society will support a range of measures to help young people at risk of homelessness across the UK.  Working between our offices as well as from Coventry Building Society’s head office in Coventry to fully integrate yourself with the organisation, you will be the account manager and main point of contact leading on the successful delivery of all aspects of the partnership, and others in future as required. This will include building upon existing plans and relationships and implementing new strategies to achieve a stretch target for the partnership.  You will provide excellent stewardship for Coventry Building Society and future corporate partners, and identify opportunities to increase engagement and income. You will be an excellent account manager with a proven experience working in a target driven environment. An excellent communicator and networker, you will maximise the relationships with existing corporate supporters and offer appropriate opportunities to work with the organisation.  **Key responsibilities**   * Leading on the successful delivery of this partnership in line with the agreed objectives by providing first class account management and strategic planning; * Producing annual plans, budgets and KPIs to effectively manage the partnership; * Tracking, analysing and reporting on income and expenditure; and measure, manage and report on partnership performance against set KPIs; * Producing engaging, inspiring and accurate reports and updates which are   tailored to meet the needs and interests of the partnership;   * Creating and maintaining effective communication channels and processes that keep everyone informed, involved and engaged in the partnership both internally and externally; * Proactive and effective working relationship with a range of cross functional teams and key internal and external stakeholders including; Head of Relationship Fundraising, Director of Fundraising, Head of Communications, Centrepoint Programme Leads, as well as local delivery partner St Basils. * Oversee the newly created Partnership Group, made up of senior internal stakeholders who oversee the governance of the partnership, as well as the Performance and Monitoring Group who support the programme, finance and reporting delivery for the partnership. * Representing Centrepoint and the partnership with Coventry Building Society at our own and third parties’ events. * Actively participates in all team meetings and supports other team members. * Managing other corporate partnership accounts as required. * The duties and 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. |

**Key Results Areas/Success Measures**

|  |  |
| --- | --- |
| **KR 1:** | **Deliver exceptional account management for the partnership which leads to strong, committed relationships with the partner to increase engagement, giving and retention rates** |
| **Success Measure:** | Setting overall partnerships objectives and KPIs and delivering tailored partnership engagement plans. Providing a great supporter experience through a range of tailored events, activities and communications that showcase the impact of the partnership. Work closely with fundraising teams to steward the partner and ensure fundraising targets are met. Ultimately leading to the renewal of the partnership beyond the initial 3 years |
| **KR 2:** | **Ensure effective governance of the partnership working with the Partnership Group, the Project Sponsor and Performance and Monitoring Group to ensure compliance and accurate financial management, as well as managing any risk appropriately** |
| **Success Measure:** | Regular performance meetings with key projects groups mentioned above. Maintaining a risk register for the partnership. Working with the finance and data teams across Centrepoint, Coventry Building Society and St Basils to provide regular financial and partnership activity reporting as per the agreed schedule |
| **KR 3:** | **Ensure oversight and strong management of the programmes being delivered as part of the partnership** |
| **Success Measure:** | Teams at Centrepoint and Coventry Building Society are engaged and inspired by the partnership and the impact it is having on young people. Ensuring programme spend and risk is managed effectively and upwards to the various project groups. Finding opportunities for both parties to add value to the delivery programmes through skills sharing and expertise.  Work closely with St Basils, who are delivery a strand of the partnership, as a key stakeholder in the partnership. |
| **KR 4:** | **Build strong professional relationships with key internal and external senior stakeholders including Centrepoint’s CEO to support the stewardship of the partnership** |
| **Success Measure:** | Positive working relationships with senior stakeholders, programme leads and service delivery teams to best understand what Centrepoint and frontline teams require for young people. Cross team working within fundraising to maximise relationships. |
| **KR 5:** | **Working collaboratively as a leader within the Corporate Partnerships team to create a strong culture of support and celebrating one another’s achievements** |
| **Success Measure:** | Supporting Senior Corporate Partnerships Manager to develop a culture of celebration and learning from creative efforts. Maximising joint resources and skill sets to deliver exceptional income to support Centrepoint’s ambitions. ONE team mentality. |

**Other Tasks/Success Measures**

|  |  |
| --- | --- |
| **Task 1** | **Develop strong working relationships and share knowledge/skills/Stewardship with peers across the team and Directorate** |
| Success measure: | Contribute in team, directorate and wider organisational meetings, representing the Corporate Partnerships Team as appropriate sharing results and insight. Identify opportunities with other teams for collaboration to enhance Partnerships and supporter experience. |
| **Task 2** | **Be an ambassador and advocate for Centrepoint and its work; sharing inspirational and motivational stories from those who have used our services** |
| Success measure: | Donor retention through creative supporter engagement, continual learning of Centrepoint developments and issues which affect homeless young people. |
| **Task 4:** | **Proactively use and maximise the potential of the CRM system; using it consistently and ensuring that information is maintained, reviewed and updated** |
| Success measure: | Supporter records are an accurate and true reflection of the relationship to date. Database used to plan and monitor work. Ensure direct reports are accurately using CRM. |
| **Task 5:** | **Role model Centrepoint’s values; Integrity, Humility, Entrepreneurial, Energy, Accountable and Focused** |
| Success measure: | Lead by example, managers should display Centrepoint values in all interactions and decision making. |
| **Task 7:** | **To ensure that all activities comply with Centrepoint’s policies and procedures, the Fundraising Regulator’s Code of Conduct and other regulations and best practice as appropriate** |
| Success measure: | Policies and procedures are proactively used to guide our work. Issues are escalated and resolved as quickly as possible. Learnings are captured and team are held to account to adhere to policy and procedure. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Skills and Knowledge** | | | |
| **Essential** | **Essential** | **Preferred** | **Assessment** |
| Experience of managing a portfolio of large (6 or 7-figure), multi-year, national strategic and Charity of the Year corporate accounts, covering a range of income streams including employee fundraising, commercial and grants | X |  | A/T/I |
| Excellent project management skills and ability to drive new and existing opportunities in line  with deadlines | X |  |  |
| Experience of developing detailed partnership plans and ability to take decisions, demonstrating initiative and problem solving to maximize partnerships and opportunities | X |  |  |
| Demonstrable experience of senior stakeholder management, influencing and negotiation skills | X |  | A/T/I |
| Experience of working with cross functional teams including Communications, Marketing, Finance, Programmes and Data Evaluation | X |  |  |
| Experience of working with a wide range of stakeholders within a company, with experience of encouraging fundraising participation and involvement at all levels | X |  |  |
| Excellent verbal and written communication skills, with the ability to adapt  style to suit the audience | X |  | A/T/I |
| A natural communicator, with the ability to engage with and inspire individuals at all levels and in a variety of professional settings | X |  |  |
| Experience of preparing thorough, engaging proposals, reports and other  written documents | X |  |  |
| Exceptional financial and performance reporting with accuracy | x |  | A/T/I |
| Experience of prioritising and managing a multi-disciplinary workload effectively and working to agreed deadlines | X |  | I |
| A commitment to equality, diversity and young person engagement | X |  | I |
| Commitment to role model Centrepoint’s values of integrity, energy, humility, entrepreneurial, accountable and focused. | X |  | I |
| Knowledge of fundraising compliance and best practice | X |  | A/T/I |
| An understanding of the importance and value of good data management | X |  | A/T/I |
| Willingness to travel across the UK and work flexibly to ensure that plans are delivered | X |  | I |
| A commitment to the highest possible standards with good attention to detail | X |  | A/I |

**Role Specification**

**Equal Opportunities**

All employees have a legal and moral responsibility to ensure that Centrepoint’s workplace is free from discrimination, harassment and bullying.

Centrepoint Values

All staff at Centrepoint are expected to work according to our six values. Below are examples of the behaviours expected for each of them. These will be assessed at interview and are included here to inform your expectations of the type of person we are looking for to join our organisation.

|  |  |
| --- | --- |
| **Integrity**  ***We always put the good of young people and Centrepoint first***   * We commit to living these values in our professional lives at Centrepoint * We work hard to build trust and productive relationships * We are honest and transparent * We confront issues early in a direct and constructive way | **Energy**  ***We are ambitious for young people and we have relentless drive, commitment and resilience to achieve that***   * We act decisively, using our energy to deliver and exceed expectations * We understand our strengths and use them to strive for excellence * We have creative optimism and we embrace change and drive it * We have the courage and stamina to make tough decisions and see them through |
| **Humility**  ***Our work is a service that supports and challenges each person in our sphere of influence to fulfil their potential and ensure that they are engaged and inspired to perform***   * We show empathy, sincerity and are servant-hearted in our approach * We are self-aware; continuously seeking to improve and we take full responsibility for our own development * We offer to help without hesitation and ask others for support when we need it * We respect and learn from each other and about each other; using that knowledge to work better together | **Entrepreneurial**  ***We are enterprising and innovative – professional, optimistic and always thinking about how to improve***   * We are commercially aware and financially conscious * We communicate well and bring people with us * We know and understand our business and the impact of both internal and external forces * We always ask ourselves how it can be done better; we are more ‘why not?’ and have the flexibility to adapt |