

# Corporate Partnerships New Business Manager

## Job description & person specification

August 2023



## | An introduction to London Youth

We are London Youth: a charity on a mission to support the capital's youth sector to improve the lives of young people. We do this with and through our members – a network of 600 youth organisations – and at our two outdoor residential centres, Hindleap Warren and Woodrow High House.

Throughout our 135-year history, community youth organisations have provided a constant lifeline and a vital safe space outside the family and formal education, where young people can develop confidence, resilience and skills. Young people need opportunities outside school to have fun with their friends, to make a positive change in their communities and to shape the city they live in.

We look to work with all young people, focusing particularly on those who wouldn't otherwise have access to the kind of opportunities we offer.

Last year we worked with 28,100 young people through our sports development, employability, youth action and involvement, mental health, arts and outdoor education programmes. Our member network supported over 601,000 young Londoners. We delivered 133 training sessions to over 1,000 youth professionals.

Our vision is that all young Londoners grow up healthy and able to express themselves, navigate a fulfilling career and make a positive contribution in their communities.

Because good youth work **works**.

## | The team and role

This is an important time to join London Youth's fundraising team as we support young Londoners and youth organisations to navigate their way through the immediate and longer-term effects of the Covid-19 pandemic and the cost-of-living crisis. As part of our response, we are also implementing a longer-term strategy to diversify across our funding streams.

This is a crucial hands-on role in the heart of the team encompassing all aspects of corporate fundraising, individual giving, innovation and digital fundraising. We are expecting the successful candidate to have the following skills:

- proven new business development know-how, with the experience to develop new income generating opportunities and the completer-finisher skills to 'close' the deal
- strong written communication skills, with experience developing strong applications and composing compelling proposals for potential partners;
- a track record of securing new business partnerships contributing more than £100k a year of income;
- polished communication and people skills to champion, and act as an ambassador for London Youth in the business world, including preparing and leading presentations and pitches;

- experience of working with internal stakeholders and operational teams to help ensure partnership deliverables are met
- passion for personal and professional development, as well as a proven can-do attitude to get involved in various aspects of fundraising delivery when/if needed

## | Role Description

**Role title:** Corporate Partnerships New Business Manager

**Accountable to:** Head of Corporate Partnerships

### ***New Business Fundraising – Pipeline Creation and Stewardship (80% of the role)***

- Support the Head of Corporate Partnerships on new business development – developing a pipeline of opportunities for support and implementing approaches with the involvement of senior staff where required.
- Lead the development of corporate new business propositions that are attractive to corporate partners, utilising our portfolio of members' services and programmes.
- Work with the Programmes, Membership and Communications teams to develop materials designed to capture potential company supporters' imaginations and generate leads.
- Write and deliver high quality partnership proposals that could consist of some or all of: project funding; commercial partnerships, pro bono support, staff fundraising, or sponsorship.
- Develop our corporate fundraising plans to ensure we can meet the targets within our new 2023-2026 strategy.
- Meet 2023-2026 corporate unrestricted and restricted income targets.
- Leverage corporate relationships to maximise challenge event income.
- Effective use of our CRM and prospect research databases to maintain up to date info on current supporters.
- Working with the Corporate Partnerships Account Manager and Fundraising Officer to ensure that we have a 'best in class' approach to prospect identification, cultivation and solicitation.
- Ensure stewardship of critical corporate accounts, including embedding stewardship plans and strategic objective with the Account Manager and corporate partner.
- Work alongside other internal and external stakeholder teams to help deliver stewardship and engagement events for our corporate partners.

### ***Fundraising Innovations (20% of the role)***

- Develop and test/implement new fundraising initiatives to London Youth.
- Manage and align new innovations opportunities with London Youth's programmes and wider membership delivery.
- Work alongside other London Youth teams at different levels to identify areas of innovation and growth.
- Networking within the charity sector and keeping abreast of developments and opportunities within the sector.
- Presenting new ideas and approaches to high-level stakeholders, including Senior Team, Finance Committee, and Fundraising Working Group.

- Proactively seek buy-in, feedback and collaboration from a range of London Youth stakeholders to help us understand our market and our beneficiaries in this space.

### ***Corporate responsibilities cutting across tasks set out above***

- Contributing to the formation of annual plans, strategies and budgets
- Reporting regularly on actual versus planned performance
- Providing data to budget holders for monthly forecast outturn figures
- Preparing thoroughly for one-to-one meetings and annual appraisal with your line manager
- Taking responsibility for your ongoing professional and personal development
- Understanding and supporting the vision, mission and aims of London Youth
- Contributing to the formulation and delivery of London Youth's strategic development plans
- Committed to and actively promoting London Youth's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships
- Managing resources to the highest standards and act as a custodian of best practice
- Maintaining awareness of your own and others' Health and Safety, and comply with London Youth's Health and Safety and Safeguarding policies

## **| Person Specification**

It is essential that in your written application you give evidence of examples of proven experience in each of the selection criteria in **Part One** of the person specification. These responses will be developed and discussed with those candidates invited for interview, together with the other criteria listed in **Part Two**.

The successful candidate will have the following skills, experience and attributes:

### **Part One: Knowledge and Experience**

- Demonstrable oral communication and presentation skills
- Experience of securing large £50k+ corporate relationships
- Experience of acting as an organisational ambassador in a range of outward facing contexts
- Strong written communication skills and experience in developing compelling proposals and applications
- Proven project management skills
- Detail-driven, strategic, motivated, and have a forward-leaning approach to business.
- Able to work independently, multi-task and prioritise a busy workload
- Able to work with and get the best from internal stakeholders to ensure we meet corporate partnership objectives
- Awareness of new Fundraising Regulatory framework

### **Part Two: Attributes and Behaviours**

- Passionate and demonstrably committed to improving the lives of young people
- An agile approach to work and problem solving
- A clear and transparent approach to communication
- A creative flair when it comes to creating exciting pitch documents and applications
- Responsiveness and receptiveness to encouraging feedback
- An openness to team collaboration

- Patience and empathy when dealing with our corporate partners
- A commitment to quality and attention to detail
- Ability to work on your own initiative
- Willingness to learn new skills
- A high level of emotional intelligence and compassionate management



## | Terms and conditions

Location: Pitfield Street, Hoxton, London

Hours: This role is available on a full-time (37.5 hours per week, Monday to Friday) or part-time / flexible basis

Salary: Up to 45,011 (37.5 hours per week)

Leave: 26 days pa, plus 5 'closure days' to be taken at specified times of the year when the office closes as well as 8 bank holidays. Leave entitlement will be calculated on a pro-rata basis for part-time employees.

Pension: London Youth complies with the employer pension duties concerning pension auto-enrolment in accordance with Part 1 of the Pensions Act 2008. London Youth currently uses The People's Pension as its pension vehicle and once you are eligible for auto-enrolment or opt into the scheme, London Youth will make employer contributions of 4% into the scheme on your behalf. You will be required to make contributions to your pension account also in accordance with the requirements of auto-enrolment

Term: Ongoing

London Youth are an equal opportunities employer. We warmly welcome applications from appropriately qualified people from all sections of the community and aim to promote anti-racism, equality, diversity and inclusion in all that we do.

