

Corporate Partnerships Manager

Job Description

The role

Location: SportsAid Head Office in London (flexible/hybrid working available)

Reports to: Head of Fundraising

Hours of Work: Full-time position of 35 hours a week

About us

At SportsAid we exist to encourage, enable and empower the next generation of athletes to achieve their ambitions in sport and life. For decades, we have been side by side with Britain's greatest emerging sporting talent, from Mo Farah to Jessica Ennis-Hill to Ade Adepitan, Paula Radcliffe and so many others to give them vital support before they became Olympian and Paralympian stars. Without our support, a lot of our most talented sporting prospects would drop out as the financial demands of pursuing their dreams are too often impossible barriers to overcome.

Our corporate partnerships

Our corporate partners, from Aldi to Royal Bank of Canada, from Starling Bank to Strava and many others support us in our mission by providing financial support, expertise, and opportunities to over 1,000 of Britain's brightest sporting talent. In return, they get to be part of Britain's sporting history, they support and mentor some of the most impressive young people, they galvanise their staff with inspiring stories and unforgettable experiences, they demonstrate their brand values through high profile activations and a lot more.

Your role

This is a crucial role for SportsAid and the next generation of athletes. By working in partnership with some of our most successful partners, like the Royal Bank of Canada, you will implement SportsAid's fundraising strategy and deliver income, impact and memorable experiences for athletes, parents and corporate partners.

You will do what great partnerships managers do: manage and nurture deep relationships, understand your corporate partners' needs and expectations, spot opportunities, tailor propositions, write with impact and present with passion and ultimately take responsibility for your actions and outcomes. But you will also have plenty of opportunities to help innovate our approach, incorporate insight and good practice from your experience.

Your Responsibilities

Account Development

- Achieve income, activity and KPI targets as agreed with the Head of Fundraising
- Develop strategy and plans for the partnerships to enable the achievement of mutually beneficial objectives
- Develop and deliver high quality proposals and pitches in order to secure growth opportunities within existing accounts and renewals
- Develop strong knowledge of the business partners and the environment in which they operate to ensure opportunities for growth are identified and maximised
- Manage the relationship with corporate partners, developing strong relationships and liaising with all levels: CEOs, sustainability and marketing teams as appropriate
- Oversee all operational aspects of the partnership, including the delivery of events, the development of quality materials and correspondence received by the partner, any day to day issues, the development, production and placement of fundraising materials and accurate recording and reporting of income
- Work with the communications manager to develop and implement effective PR and marketing strategies for internal and external communication
- Work closely with colleagues to identify and develop growth opportunities for the partnerships
- Continually monitor and evaluate each partnership to ensure income targets and objectives are being met in line with agreed expectations
- Work closely with internal colleagues to report back on how our partners' support has made a difference,

Processes and systems

- Ensure all partnerships have high quality account plans that clearly identify objectives, plans, decision roles, activities, and stewardship plans for key influencers and decision makers within each account
- Manage the income and expenditure budgets, ensuring that they are always up to date and that variances are flagged and monitored in good time
- Ensure that partnerships contracts are in place and ensure they are complied with
- Keep the CRM (Customer Relationship Management) system updated with client details, activities, pipeline of prospective deals and ensure all associated documentation is stored on the CRM according to standards agreed

New Business

- Network and connect with partners and their connections to identify and share opportunities for new business

Other responsibilities

- Undertake any other duties that may be reasonably required by the Head of Fundraising

Personal Development

- Keep abreast of key fundraising trends, issues, and changes to the regulatory environment within which corporate partnerships are managed
- Participate in regular 1:1s and annual reviews, contributing proactively to the identification of objectives and targets, and monitoring of progress towards them
- Actively contribute to a culture of innovation, resourcefulness and best practice to make the best use of time and skills in the team

About You

- You are brimming with innovative ideas and creative ways to develop corporate partnerships and spot opportunities that will deliver benefits to the next generation of sporting talent
- You are a proactive and focused team member, able to plan and manage your work to deliver strong and lasting partnerships

You definitely have:

- Substantial corporate account management experience in the charity sector in staff engagement, commercial and strategic partnerships
- Very strong understanding of account development strategies
- A strong understanding of corporate partnerships mechanisms and giving trends
- Solid understanding of the principles and practices of relationship fundraising
- Confident, effective communication skills with the ability to create and develop relationships with a range of different people
- Excellent organisational skills, comfortable managing several different projects and activities in parallel
- Strong presentation skills with an engaging, passionate style
- Excellent writing skills, with the ability to tailor content, style and tone of voice to different audiences
- A growth mindset and a desire to continue to learn and innovate
- Enthusiasm and temperament to work in a small team in a fast-paced environment

Even better if you have:

- A passion for sport
- Experience of managing sport partnerships

Why might you enjoy this:

- The SportsAid team is truly engaged, collaborative and authentic, you will feel like you are joining a family
- We have a new, strong fundraising strategy that is rooted in insight and realistic ambitions
- The leadership and the board are genuine and enthusiastic supporters of corporate partnerships and very willing to help
- The cause is compelling, relatable and truly uplifting
- No frustrating red tape, silos, politics and “computer says no” scenarios
- The network of SportsAid alumni and supporters includes some of the best household names in Britain’s sport world

Package and benefits

Salary: A salary of between £35,000 and £45,000 per annum

Pension: SportsAid makes a contribution of 3%, and the employee makes a minimum contribution of 5%; alternatively, a 1% employee, 1% employer contribution arrangement is in place.

Healthcare: Membership of the SportsAid private health insurance scheme is available for the employee with premiums paid for by SportsAid.

Holidays: 25 days per year, plus bank holidays, increasing by 1 day for each year of service, up to 30 days.

Flexible working: reasonable flexible working options will be considered. We work from our office near London Bridge twice a week, definitely on Mondays and another day of your choice.

NOTES:

SportsAid recognises that certain sections of the community have been affected by structural inequities and may be denied the opportunity to participate equally and fully in sport at all levels. SportsAid as an organisation believes our role is to remove the barriers that our most under-served, at risk and minoritised groups of young people experience when trying to access sport and physical activities.

SportsAid therefore positively welcomes, and seeks to achieve, diversity in our workforce and that all job applicants, volunteers, and employees receive equal and fair treatment. We positively encourage applications from all candidates regardless of age, race, ethnicity, gender, disability, marriage and civil partnership status, gender identity, background, religion, faith, sexual orientation, maternity status, pregnancy, belief, or nationality.

On receipt of your application, you will be sent a confidential equal opportunity form which all applicants will be asked to complete.