



Fundraising – Corporate Partnerships

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| Job Title: | Senior New Partnerships Manager |
| Reporting to (job title): | Deputy Head of Corporate Development |
| Responsible for (direct reports): | New Partnerships Manager |
| Dogs Trust Grade: | D |
| Location: | Dogs Trust London Head Office + Working from home |

Job Purpose:

The Senior New Partnerships Manager is responsible for proactively identifying and cultivating high-value prospects within target corporate sectors, to win 6-7 figure, multi-year partnerships that support Dogs Trust's work in the UK and globally.

The post holder is also responsible for the line management of a New Partnerships Manager.

Overview of the Department/Team

Dogs Trust is the largest dog welfare charity in the UK with a nationwide network of rehoming centers and charity shops. We care for over 15,000 dogs in an average year; we never put a healthy dog down.

We are seeking an ambitious Senior New Partnerships Manager to develop new partnerships within several priority sectors. They will be responsible for creating sector strategies, as well as identifying and cultivating their own proactive pipeline of new prospects and converting them into 6-7 figure multi-year partnerships. This role will look for high-value opportunities across multiple fundraising mechanisms including, but not limited to corporate donations, cause-related marketing, consultancy services, gift in kind and pro bono cost saving, employee engagement and volunteering, charity of the year and sponsorship.

Dogs Trust has recently united with WVS and Mission Rabies to champion dog welfare globally and take the decisive step forward in the fight against rabies, one of the deadliest zoonotic diseases in the world. The Senior New Partnerships Manager will play an active role in winning new partnerships to support our international work, as well as our work in the UK.

The successful candidate will line manage a New Partnerships Manager and work closely with the Deputy Head of Corporate Partnerships to develop new fundraising products that will generate leads for the Corporate Development Team.

Key areas of accountability:

Staff Management – Currently you will be required to line manage, develop and support one New Partnership Manager.

Budget Management - Monitor own budget as well as the expenditure of line reports and sign off line reports' expenses in accordance with policy.

Health and Safety - All individual employees have a duty of care of their own health and safety and that of others who may be affected by your actions. You will also be responsible for the health and safety of workers under your remit.

Data Protection - All staff are responsible for ensuring they understand and apply the rules and policy for data management.

Sector strategy, planning and delivery:

- Develop and deliver innovative sector strategies that align with the overall Corporate Partnerships strategy and Dogs Trust's strategic objectives.
- Support the Deputy Head of Corporate Partnerships in creatively developing new corporate fundraising products that access a range of different corporate income streams.
- Identify and cultivate new corporate partnerships including cause-related marketing, brand campaigns, staff fundraising and engagement (regional and multi-site), staff wellbeing, charity of the year, sponsorship, and gift-in-kind.
- Devise and deliver annual plans, together with associated budgets, in line with strategic objectives.

Line Management

- Manage the performance and professional development of one direct report.
- Ensure line reports are motivated and achieving and exceeding targets.
- Fully embed each individual line report, ensuring they have a solid understanding of new business processes, best practices, and the Dogs Trust Way.

Income generation:

- Develop a personal prospect pipeline to deliver a personal new business target to be delivered in year that supports the overall new business target.
- To convert pipeline prospects to secure pledged income for future financial years.
- Support the development of the overall new business pipeline with high-value, qualified opportunities which are a strategic fit to support Dogs Trust's work in the UK and internationally.
- Create relevant, professional, inspiring and successful applications, proposals and presentations for pitches for potential corporate partners.
- Ensure that partnerships and campaigns are consistent with the charity's mission, ethical policy and values, legal guidelines and industry best practice.
- Build networks with key decision makers and influencers at target companies to strengthen relationships and build long term partnerships.
- Plan and design a targeted prospect cultivation strategy and an innovative and personalised suite of communications for target corporates, utilising and building on materials used across Dogs Trust.

Working with Corporate Partnerships

- Work collaboratively across Corporate Partnerships to deliver the overarching team strategy, including identifying opportunities for cultivation and stewardship activity, including special events.
- Manage process and handover of newly secured accounts to the Corporate Partnerships Team for account management.
- Work closely with other teams across Dogs Trust to ensure all opportunities to maximised partnership income and impact are leveraged.
- Work collaboratively with the other Senior New Partnerships Managers to identify opportunities to secure 6-7 figure, multi-year partnership opportunities.

Monitoring and Reporting

- Ensure corporate donor data is recorded accurately on our internal CRM system.
- Ensure pipelines are accurate and up to date for monthly pipeline review meetings.
- Ensure that partnerships and campaigns are consistent with the charity's mission, ethical policy and values, legal guidelines, and industry best practice.
- Ensure income and expenditure records are maintained and updated (accurately and consistently) to enable income reporting and analysis of activity.

Internal Relationship Management

- Work closely with the Prospect Research team to conduct prospect identification and research to help inform sector strategies and approaches to companies.

- Liaise with the Special Events team to ensure that events are proactively engaging high-value prospects within relevant sectors and deliver a strong ROI.
- Work collaboratively with the Philanthropy and Trusts and Foundations Teams to identify opportunities to leverage major donor relationships.
- Manage relationships with PR and Marketing teams to ensure new partnerships are launched with creative and inspiring messaging, narrative and concepts that appeal to each partnership's target audience.
- Work closely with the Strategic Communications team across the sales cycle, including ideation sessions, development of compelling propositions and proposals, pitches and contracts, to develop new partnership communications strategies.
- Work with staff across Dogs Trust to ensure new contracts can be fully resourced and integrated into existing Dogs Trust activity, particularly Marketing, Communications, Legal and Operations.
- Work with internal stakeholders across Dogs Trust to develop proposals and pitches which engage target prospects and new partnerships.

Person Specification:

Essential skills, experience and attributes

A skilled specialist in Corporate Partnership Development with a proven track record of winning 6-7 figure transformational partnerships within a diverse range of sectors in a charity setting.

Experience of line managing or supervising staff to deliver excellent work and supporting their professional development.

Demonstrable experience of writing successful, inspiring, emotive and technically accurate proposals and pitches, tailored to a corporate audience.

Appreciation of different budget holders within companies who may be interested in a partnership with Dogs Trust and full understanding of different types of corporate partnerships (i.e. commercial and philanthropic).

Articulate, persuasive and has gravitas with all audiences, including those at the highest level both within the organisation and outside of it.

Tenacious, with strong negotiation skills and full appreciation of the commercial value of Dogs Trust brand and assets.

Highly numerate with demonstrable experience of preparing and managing budgets.

Good organisation skills, and competent in the use of Word, Excel and databases. Previous experience of Salesforce is desirable but not essential.

An inspiring leader, who has previous experience of developing the skills and confidence of others.

A dedicated team worker, but also able to work on own initiative.

Willingness to travel and work irregular office hours from time to time, such as for an evening events or breakfast meeting.

A commitment to the aims and values of Dogs Trust.

Additional information:

Permanent

35 hours per week