



Job Title: Corporate Partnerships Manager

Reports to: Fundraising & Marketing Director

Salary: Circa £40,000 depending upon experience. Plus benefits package, including a 20% commission based on financial and non-financial indicators.

Job Summary To support the Fundraising and Marketing Director in growing the Midlands Air Ambulance Charity's (MAAC) corporate partnerships programme, and associated initiatives, by establishing and developing relationships within the business community that will deliver financial and non-financial support towards the Charity's lifesaving operations.

You will be key member of the fundraising division, supporting in delivering the charity's events programme, whilst being the driving force behind realising the company's sponsorship requirements (programmes including - events, projects venues, equipment etc.)

Main Duties of the Post:

The Corporate Partnerships Manager focuses on four core areas:

Corporate Partnerships

- Developing and leading a programme that aims to develop strategic relationships with major employers, organisations, trusts, major givers and blue chip businesses associated within the MAAC six-county region to generate charitable giving income streams.
- To successfully engage with organisations across the business community to deliver CSR in partnership. This will involve business development, account handling and relationship management in order to deliver new corporate support, whilst maintaining existing support levels for the Charity.

Project management

- Both as part of an annual cycle and ad hoc basis, to complement the Corporate Partnership Programme, you will need to deliver a series of activities and initiatives to support with relationship management and income growth. For example: employee engagement schemes such as 'payroll giving'.

Sponsorship

- Develop a benefits programme related to the Charity's events programme, campaigns assets and collateral that will contribute towards delivery income generation targets.

People management

- To effectively line manage the Corporate Fundraising Team including, recruitment, setting and reviewing objectives, carrying out annual appraisals and business objectives and performance management.
- Play a leadership role as part of the cross-company operational managers' team ensuring company values are a guiding principle for delivering results for the organisation.



Key responsibilities under the direction of the Fundraising and Marketing Director:

1. Fundraising strategy and tactics

Support with the development of fundraising strategies and tactics that will develop and increase support for MAAC. Key outcomes include: increased financial contributions (e.g. income generation – donations, sponsorship) and non-financial support for the charity (e.g. resource via volunteering, goods in kind).

- *Planning, implementation and evaluation* – develop new viable corporate fundraising initiatives.
- *Account management* - develop and sustain sound working relationships with the business community to support MAAC's partner programme and sponsorship ambitions.
- *Business development planning* – identify, develop and implement MAAC's pipeline of potential new corporate partners and sponsors across key sectors, also to consider, develop and implement a re-engagement programme.
- *Knowledge management* – maintain and utilise CRM system to provide (i) performance reports to track and monitor income (forecast and actual) and (ii) relationship management – of pipeline, actual and lapsed partners/sponsors.

2. Programme Management

- *Proposition and benefits* - develop a partnership programme, with clear structure, process and account reporting.
- *Facilitate the development of corporate platforms and initiatives* – play a leading role in ensuring that business development and relationship management assets are in place for acquisition, retention and re-engagement purposes.
- *Cross organisational management* - work collaboratively with operational managers and their teams to ensure the commercial success of each corporate partnership.
- *Key Performance Indicators* - will be agreed in advance of each period and be in line with the annual work plan that you are responsible for. Examples would include:
 - i. New income against target – sponsorships, partnership, commercially viable activities
 - ii. Growth of existing income – retained partnerships/relationships
- *Developing networks and relationships* - attend meetings, forums and networking groups representing the charity. Provide presentations and corporate solutions on the benefits of working with the Charity and how this addresses the CSR policy of the associated organisation.

3. Project management

- Design and deliver activity that will support with business development, partnership retention and income optimisation
- Implement and manage fundraising projects and related to the corporate sector to support with engagement and support.
- Where relevant each initiative should be delivered within budgets to achieve agreed targets and income in line with the charity plans and strategies.



4. People management

- To work as an integral part of the fundraising team to deliver funds for our lifesaving operations
- Work collaboratively with the Marketing and Communications team and external corporate partners to maximise publicity and awareness of MAAC and its activities.
- To work in accordance with documented procedures necessary to ensure compliance with the requirements of the Quality Management Systems and documentation
- To effectively line manager the Corporate Fundraising Team
 - Set and review annual objectives in line with the business plan, managing and addressing poor performance and acknowledging good practices
 - Carry out two-way annual appraisal in line with charity policy, identifying training needs
 - Supporting the recruitment across the fundraising division

5. Other responsibilities:

To carry out duties necessary for the future development of the role of Corporate Fundraising Manager and the Charity, including:

- Prepare and submit monthly fundraising reports detailing activities and income generated from initiatives that you have directly instigated and followed through to completion.
- Maintain full records of performance against the income targets set
- Actively participate in regular meetings with your team, provide line management and report results on activities to senior management.
- To carry out such other duties commensurate with the role.
- Working within MAAC policies, procedures and adhering to legal frameworks.
- Ensure compliance with all health, safety and governance arrangements relating to codes of safe practice in the Charity. In particular:-
 - (a) all applicable legal requirements, including for the avoidance of doubt the Charities Act 2006;
 - (b) the Institute of Fundraising Codes of Fundraising Practice, and any other code of practice applicable to you and/or Charity, and/or the your contract of employment;
 - (c) the Charity Commission Guidance CC20 (Charities and Fundraising), and any other guidance notes applicable to you and/or Charity, and/or your contract of employment;
- Cash handling, banking, acknowledging and receipting income in accordance with MAA policies and procedures.
- Undertaking administrative duties as required.
- Working occasionally on weekends to support fundraising events and activities.



Skills and Experience:

Essential

- At least three years' experience of management experience within a business development role
- Candidates must have a valid driving license, car and insurance. The company pays mileage @ 45p per mile
- Knowledge of the region's business landscape and professional networks
- Proven and demonstrable experience of developing relationships within the business community to successfully generate income
- Excellent communications skills with the ability to adapt engagement propositions to ensure relevance to individual businesses/sectors
- Pro-active attitude is essential
 - demonstrable initiative and enthusiasm and ability to multi-task
 - the desire and ability to take ownership of tasks and see them finished on time and to a high standard.
 - the ability to communicate in a clear, friendly and professional manner
- Computer literate with good MS Office Skills.
- Excellent interpersonal skills, including the ability to influence across the organisation
- A team- worker, with the desire to collaborate and lead by example

Desirable

- Knowledge of the third sector and understanding of corporate and social responsibility
- Project management skills

Expectations, Authority and Accountability

What we expect of you

- In a professional and diligent manner, to carry out the work specified in this job description and the specific tasks as agreed in the annual plan and reviewed periodically with the line manager.
- To work as part of the team to achieve our organisational objectives.
- Communicate regularly with key colleagues through regular reporting, by email, phone and occasional face-to-face meetings.
- Maintain and develop your own effectiveness, including taking responsibility for your health and general welfare and investing in your own professional development as it relates to our vision and mission.
- Be prepared to adapt to the changing environment that we, as an emergency response organisation, may experience.
- Bring to our attention issues of concern that could affect our ability to achieve our objects, including our support of you in your role.

What you can expect of us

That we act as a good employer, abide by the Nolan principles of conduct and provide:

- A salary and benefits package that is fair, competitive, affordable and in keeping with MAAC's charitable status.
- Reasonable resources to do your job (office, equipment etc.), within our constraints
- Good induction, on-going support and appraisal (including financial and time resources for your own continuous professional development) from your line manager.
- Support and teamwork from your colleagues in a lively and professional atmosphere.



Limitations to Authority

You shall operate within the parameters of the strategic objectives and within good practice as understood in the sector and developed by the organisation. These limitations will be reviewed periodically.

Accountabilities

Accountability in this relationship is mutual. The Fundraising and Marketing Director, who reports into the CEO, is accountable to the Corporate Programme Manager to provide support, guidance and resources and to relate to your role in a manner consistent with our values.

The Corporate Programme Manager is responsible to the Fundraising and Marketing Director for performance according to the expectations of the post and for operating within the authority delegated.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Information governance, Code of Conduct, Health and Safety, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 1998, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 1998 or associated legislation.

FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.



REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

DISCLOSURE & BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'.

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.