

## Corporate Partnerships Manager Recruitment Pack



# Corporate Partnerships Manager

**£30,000 - £35,000 per annum**

**Full Time**

Thank you for your interest in working for LandAid.

LandAid is the property industry charity, and our vision is an end to youth homelessness in the UK.

We bring remarkable business and individuals from the property industry together in partnership to support charities delivering life-changing services for vulnerable young people who are, or have been homeless, or, who are at risk of homelessness in the future.

Through a unique network of more than 100 corporate partners and a varied calendar of events and campaigns we unite the property industry to make the kind of impact that our partners could not achieve alone.

This is an exciting time for LandAid. We have just passed £3m turnover in 2017/18 (our highest ever income) and with more corporate partners than ever before, we're looking for an exceptional candidate to manage and develop this growing network. We will expect you to work with autonomy to create remarkable partnerships that generate funds for and awareness of our mission. This particular role will focus on delivering high quality account management to our existing partners and securing new business in order to retain and grow our rapidly expanding portfolio of partners.

The successful candidate will be creative, organised, and professional, with a demonstrable record of exceptional account management (ideally from corporate partnerships in the third sector) and be excited by business development. You will also be a confident public speaker, have an ability to work collaboratively with a high-achieving team and be passionate about our cause: ending youth homelessness.

It's a really exciting time to become an integral part of an ambitious and growing organisation that is uniting the property sector together to create real social change.

We look forward to hearing from you.

# About us

## Our vision:

An end to youth homelessness in the UK.

## Our mission:

Every year, thousands of young people in the UK find themselves homeless. It's a problem that we're here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

Together we can end youth homelessness.

## We Aim To:

- Provide accommodation, support and training for those who have been homeless
- Prevent young becoming homeless, through targeted work with those most at risk
- Protect young people who are homeless, particularly those who are on the streets and in immediate danger
- Profile youth homelessness within the property industry, especially where we can offer young people a platform to have their voices heard.

## Our values:

- **We collaborate** We're stronger in partnership
- **We enable** We empower charities
- **We learn** We embed learning in everything we do
- **We are responsible** We are accountable and transparent in the use of donations
- **We demand better** We always believe there's room for improvement

# Job Description

**Title:** Corporate Partnerships Manager

**Reporting to:** Senior Corporate Partnerships Manager

**Salary band:** £30,000 - £35,000

**Location:** Central London, occasional travel as necessary.

## The role's overall purpose is:

To help us achieve our goal of ending youth homelessness, by maximising income generation and increasing awareness of LandAid's work through effective account management of our corporate partners, with a particular focus on reinvigorating engagement with well-established and long-term supporters in order to develop new business and high-level strategic partnerships.

You'll also support and drive the LandAid Yorkshire Board – an enthusiastic group of leading property professionals based in Yorkshire & Humber (primarily in Leeds who are supporting our mission and ambition to end youth homelessness across the region.

## Your main responsibilities will be to...

- Meet and exceed your annual targets through the effective account management of a unique and growing network of corporate partners, primarily from the property industry
- Identify opportunities to uplift and maximise income and engagement from our partnership network
- Increase awareness of LandAid's impact and our cause within our corporate partners' employee networks
- Initiate new partnerships (with key organisations and individuals) within the property and construction sectors with a view to raising funds and awareness
- Develop strong relationships with partners – with the aim to create mutually beneficial partnerships which reflect their CSR and commercial priorities
- Promote and engage partners with our campaigns, i.e. Sponsor a Home
- Organise and service regular face-to-face meetings with senior level decision makers and leaders within the property industry
- Promote and encourage participation in LandAid's comprehensive Events portfolio, and our Free Property Advice Programme
- Contribute to the management of LandAid's Ambassador Programme – engaging with the network and developing partnerships through key individuals involved in this programme
- Support and drive our Yorkshire Regional Fundraising Board to raise funds and

awareness of LandAid in their region

- Maintain a good working knowledge of national and local youth homelessness issues through engagement with the charities we support
- Deliver presentations to partners and potential partners
- Promote our partners' Corporate Social Responsibility (CSR) achievements and champion the highest standards of CSR in all the work you do
- Maintain up to date and accurate records of client contact on Salesforce, tracking and reviewing client donations, proactively taking action to improve engagement
- Use social media to engage with our partners, celebrate their achievements and promote our partnership offering
- Attend events, conferences and workshops to raise LandAid's profile and promote our work within the property industry and not-for-profit sector.

*The purpose of this job description is to focus attention on the most important aspects of the role. It is not intended to be a complete list of duties; therefore, it is expected that the day to day performance of the job will include tasks not listed above.*

# Person specification

Criteria	Essential	Desirable
<b>Qualifications / Education / Training</b>		
Relevant degree or equivalent		✓
Institute of Fundraising qualification (certificate/diploma)		✓
<b>Knowledge</b>		
Knowledge of effective account management and stewardship to develop corporate partnerships	✓	
Knowledge of the breadth, range and forms of corporate partnerships in the charity sector	✓	
Good understanding of legal requirements relating to fundraising	✓	
A broad working knowledge of the property industry		✓
An understanding of the causes and complexities of youth homelessness		✓
Working knowledge of Salesforce CRM		✓
<b>Experience</b>		
Excellent track record of effectively building and managing mutually beneficial relationships	✓	
Proven track record of negotiating and influencing senior business leaders	✓	
Demonstrable experience of excellent account management to a diverse client base	✓	
Evidence of successfully meeting fundraising or income generation targets.	✓	
Experience of building and managing highly impactful corporate partnerships in the charity sector		✓

<b>Skills and abilities</b>		
Demonstrable ability to deliver account management / business development targets	✓	
Ability to create, develop and manage effective corporate partnerships	✓	
Ability to apply effective stewardship to engage influential industry leaders, and take them on a 'supporter journey' which builds a remarkable partnership with LandAid	✓	
Proven ability to work successfully in a collaborative team environment	✓	
Confident and engaging public speaker and presenter	✓	
High standard of numeracy and literacy	✓	
Proficiency in Microsoft Office (Word, Excel and Outlook)	✓	
Ability to communicate effectively and with high quality to a range of different audiences confidently and creatively, both verbally, and in writing	✓	
Ability to identify opportunities for fresh and new kinds of partnerships	✓	

### Personal qualities

- We need you to be **flexible** in the way you work and the way you think
- We would like you to have a **positive & enthusiastic** outlook
- You will have a personal drive to **meet and exceed new business and sales targets**
- You will be an **ingenious thinker** who sees new and exciting ways our partners can help us to end youth homelessness.
- Are you **proactive & self-motivated**? You'll need to take responsibility for coming up with ideas, and to keep yourself focused and on-track
- In a small team, your ability to **collaborate** will be vital, but so will your willingness to be **decisive**
- If you haven't got a **commitment to our values**, or a working style that reflects these, you may want to think again about working with us
- There's always a lot on, so you'll need to be **organised** and enjoy working through periods of **pressure**.

## Special conditions

- Some unsociable hours
- Willingness to travel (UK)

## Terms and conditions

**Hours:** 9:00am - 5:30pm (37.5 hours per week)

**Holidays:** 25 days per year (not including bank holidays)

**Pension:** Employer pension contribution of 5% into a personal pension, this does not have to be matched by the employee.

## Additional Benefits

- Scope for flexible working including occasional working from home
- Free annual Flu' jabs and annual sight tests
- Cycle to Work Scheme (salary sacrifice)
- ½ day a month entitlement to volunteer for a charity of your choice, in work time
- Interest-free Annual Travel Card Loans
- A Professional Development Fund
- Commitment to wellbeing (we're signatories of Mind's Time to Change Pledge)
- An Employee Assistance Programme
- Staff discount scheme through Perkbox ([www.perkbox.com](http://www.perkbox.com))
- Support for external mentoring
- Free fruit every week!

# How to apply

Please complete the application form in full, ensuring you provide clear evidence and examples of how you meet each point on the person specification, and what you feel you would bring to this role.

Send your completed application to: [admin@rootshr.org.uk](mailto:admin@rootshr.org.uk) by noon on Friday 7th December.

For an informal, confidential conversation with Michael Regan, Senior Corporate Partnerships Manager please contact Roots HR on 01562 840060 or via email at [admin@rootshr.org.uk](mailto:admin@rootshr.org.uk) with your name, contact details and availability.

**First interviews will be held on Friday 14th December and second interviews are expected to be held on Thursday 20th December.**

Please also let us know if you require any special provision should you be called for interview.

**Thank you for your interest in joining LandAid.  
We look forward to receiving your application.**