

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 need an exceptional person to join our Corporate Partnerships team as our new **Corporate Partnerships Manager**, and help us manage and grow this flourishing network.

In this role you 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, maximising income generation. You'll also be responsible for supporting and driving the LandAid Yorkshire Board, a group of enthusiastic property professionals supporting us in our mission and ambition.

We are looking for an experienced client account manager who is enthusiastic and passionate about our cause. Not only experienced in creating and managing successful, remarkable partnerships with corporate clients, supporters and customers, you will also be able to demonstrate experience of creativity, agility and innovation in generating funds, identifying new partnership opportunities and increasing awareness for a charity or other not for profit organisation.

You will be comfortable and confident in promoting LandAid to prospective and existing partners, demonstrating excellent interpersonal and verbal communication skills. You will also be very organised in your approach to work, which will include maintaining up to date information on a CRM database.

You can find out loads more by visiting our website (www.landaaid.org) and by scanning through our social media channels:

- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [Flickr](#)

It's a really exciting time to become an integral part of a remarkable organisation that is uniting the property sector to create real social change. We are a small team with a bold ambition, so you will need to be comfortable working both collaboratively, and autonomously.

If this role sounds exciting and you'd love to work with us, then we can't wait to read your application.

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 longstanding partnerships in order to create new engagement opportunities, and more 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
- Contribute significantly to the Corporate Partnerships Team meeting its annual income target (circa £1,500,000)
- Work collaboratively with the Corporate Partnerships and Events teams to maximise income generation for the organisation
- Identify opportunities to uplift and maximise income and engagement from our partnership network to create strong and mutually beneficial relationships
- 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
- 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.
- Engage in occasional, additional evening work, including volunteering at events run by our supporters (with time off in lieu available)

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

Delivering presentations and public speaking	✓	
Maintaining and updating a CRM database (preferably Salesforce)	✓	
Experience of building and managing highly impactful corporate partnerships in the charity sector		✓
Managing and/or reporting to a Board or Committee		✓
Skills and abilities		
Confident and engaging public speaker and presenter, with the ability to represent LandAid at external meetings and events	✓	
Demonstrable ability to deliver account management / business development targets	✓	
Ability to identify, create, develop and manage effective corporate partnerships	✓	
Excellent organisation and prioritisation skills, with the ability to work autonomously on a number of multiple projects	✓	
Proven ability to work successfully in a collaborative team environment	✓	
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 apply effective stewardship to engage influential industry leaders, and develop relationships into partnerships	✓	
Skilled in use of social media to engage with partners and promote partnership opportunities		✓

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
- We are a small, agile organisation and 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)
- 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: hello@rootshr.org.uk by **12 noon on Monday 21st January.**

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

First interviews will be held on Friday 25th January and second interviews are expected to be held on Friday 1st February.

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

Previous applicants need not apply.

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