

Corporate Partnerships Manager

REPORTS TO: BetaDen Programme Manager

SALARY: £40,000 - £60,000 per annum

LOCATION: Hybrid - Malvern Hills Science Park 2 days per week

WORKING HOURS: Full Time – 37 hours per week

FIXED TERM CONTRACT TO MARCH 2025 (with potential to extend)

BENEFITS:

- Company events
- Company pension
- On-site parking
- Private medical insurance
- Sick pay
- Work from home

A fantastic opportunity to be part of Worcestershire's Award-Winning BetaDen Technology Accelerator, working with the management team on funding strategy. The post holder will be responsible for securing corporate sponsorship/ partnership arrangements for BetaDen, helping it move from public-sector funding to private.

To apply, please send your CV to kate.snell@wlep.co.uk

KEY DUTIES / RESPONSIBILITIES:

Strategy and Planning

1. This key management position will involve working closely with the BetaDen team to deliver a strategy and associated delivery plan to move away from reliance on public-sector funding
2. The Corporate Partnerships Manager will work with the Programme Manager and BetaDen Advisory Board to develop an options appraisal on potential and sustainable forms of income and revenue generation sources, and the 'offer' to 3rd parties associated with each of these. Whilst no source of income has been ruled out, at this stage these are likely to include philanthropic and regional corporate social responsibility (CSR) sources as well as sponsorship and service offerings

Delivery

1. The overall target is to secure external income/revenue of circa £1mil – £1.5 million per annum income over a 3-5 year period and success in this role will be judged against this.
2. The post-holder will identify, prioritise and secure income generation opportunities from the private sector (e.g philanthropic, national/regional CSR sources, sponsorship) building on existing prospects.
3. The post-holder will develop targets associated with each income stream. These might include absolute revenue numbers for each target stream but will likely also include associated metrics such as the number of targets approached, meetings held, pitches made and so on.
4. Identify target companies and C-level decision makers who would benefit from a sponsorship/ partnership arrangement with BetaDen.
5. The post-holder will develop and deliver a business plan, financial forecast model and pitch deck that will provide a compelling rationale for potential corporate sponsors/ partners
6. The post-holder will lead the articulation of the 'offer' associated with each potential source of income/revenue, working with the Marketing/ Comms team to develop effective marketing collateral.
7. The post-holder will manage the relationship with onboarded sponsors/ partners to secure repeat funding.

Reporting and Finance

1. Engage with the BetaDen Executive team and Advisory Board regularly, reporting on progress towards achieving financial targets, secured income, and revenue forecasts.
2. Take the lead and ensure that reports for the BetaDen Advisory Board and major funders are produced as required. Agree adjustments to plans and strategies as might be necessary to maximise success.
3. Ensure that all activities undertaken by BetaDen are compliant with statutory regulations, that philanthropic and corporate partners do not carry financial or reputation risk to the BetaDen, and that all senior colleagues are aware of their duties in fulfilling the requirements of funders.
4. Feed into the CRM system, to ensure data is captured and updated and that it is held in accordance with statutory regulations e.g. GDPR.

GENERIC TASKS:

1. At all times to work within the organisations Health and Safety policy and ensure so far as is reasonable that safe working practices are established, maintained and followed.
2. To adhere to and actively promote the organisation's Equal Opportunities policy.

3. Organising and attending shows, exhibitions, workshops, seminars and events etc. as necessary to achieve objectives

PERSON SPECIFICATION:

1. A successful, personal track record in full sponsorship sales cycle B2B (we will need to see proof e.g. can evidence deals worth min £300k in 6 months / proven ability to grow YOY investment from large corporates to £1.0 million plus per annum)
2. Relationships with large corporates / potential sponsors in, or serving, the Worcestershire/ West Midlands region. Proven C-level relationships including professional services / manufacturers with reach in the West Midlands/ Worcestershire region
3. EITHER experience of having already secured similar funding levels from companies in Worcestershire / Midlands OR having started a similar funding initiative from scratch in another region
4. Ability to build relationships at Board, CEO and donor level, and the business acumen and gravitas required to conduct and close negotiations.
5. Significant experience in meeting substantial annual targets from a broad range of sources and proven track record in running cultivation events at the highest level.
6. Experience of monitoring and reporting against targets and budgets.
7. Thorough knowledge of the relevant legislation, regulations and financial issues surrounding fundraising.
8. Ability to work independently to drive performance.
9. We will only consider applications from people who already hold the right to work in the UK

Skills and Abilities

1. Proficiency in English with excellent verbal and written communication skills
2. Strong IT skills – Spreadsheets / presentations and CRM/ Beahurst for prospecting / company info
3. Charismatic and inspiring leadership style.
4. Enterprising spirit with the ability to identify leverage and maximise on potential engagement opportunities.
5. Strong commercialisation acumen with the ability to work at both strategic and tactical levels.

6. High level of motivation initiative and demonstrable desire to succeed and achieve results.
7. A good communicator with an open and inclusive style which inspires trust.
8. Excellent interpersonal skills demonstrating diplomacy, discretion, tact and persuasiveness.
9. Resilience and ease with change.
10. Self motivation to deliver results.
11. Excellent organisational and project management skills with the ability to work on a wide range of demands and deliver to deadlines.

MOBILITY

1. Must be car owner with a full driving licence.
2. There may be occasional travel abroad – 1-2 times per annum, with notice.

PROCESS

We are looking to appoint a successful Corporate Partnerships Manager ASAP.

The process will usually take approximately 2-4 weeks from initial screening call.

Agencies, we would ask you not to send speculative CV's. We are not accepting applications from third parties for this role.

Whilst we are looking for a Corporate Partnerships Manager, the successful applicant may hold titles such as: Partnerships and sponsorships, Corporate Partnerships, Partnerships, Engagement, Corporate engagement, sponsor engagement, Fundraising, Corporate Fundraising, Corporate Fundraiser, Community Fundraising, Community, Fundraiser, Major Donor Fundraiser, Income Generation, Funding and investment, Funding, investment, Sponsorship, sponsorship sales, Philanthropy Manager

Gender Bias: In order to remove gender bias, this advert has been checked using an artificial intelligence platform made available by totaljobs, which highlights the balance of male and female coded words. The phraseology has been adapted to appeal equally to both genders.

<https://www.totaljobs.com/insidejob/gender-bias-decoder/>

INTERVIEW PROCESS

Stage 1 – Screening and ranking of CVs against the stated job tasks and personal requirements for Corporate Partnerships Manager.

Stage 2 – Screening Call - Telephone / video call – for short-listed candidates for Corporate Partnerships Manager

Stage 3 – Culture & Competency – Face to face

The candidates will be interviewed and questioned on their skills, fit for the role and will be given an opportunity to present their previous successes including sales figures and associated collateral. They will be asked for their targets vs achievements in each role and proof of earnings i.e a P60 where available. The scoring and assessment sheet will be completed by one or several attendees and this will enable us to score each candidate. The interview may involve an element of relevant Roleplay to assess sales and communications skills.

Interviews will take place at the Malvern Hills Science Park on Tuesday 20th June 2023

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