

# SENIOR PARTNERSHIPS MANAGER (CORPORATE NEW BUSINESS)



**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.

WELLNESS WALK  
THAMES PATH

DIABETES UK  
FIGHT DIABETES. FIGHT DIABETES.

# WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best

UK Charities to Work For, and one of the top 75 Best Large Companies in London.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

**Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.**



# JOB DESCRIPTION

**Role title:** Senior Partnerships Manager (Corporate New Business)

**Contract type:** 9-12month FTC

**Hours:** 35 pcw

**Band:** 4

## **Key relationships (internal and external):**

Philanthropy and Partnerships team, Senior Partnership Communications Manager, wider Engagement and Fundraising Directorate, delivery teams and heads of department, finance, Assistant Directors and Executive Directors.

Senior volunteers, current and potential major donors, current and potential corporate partners, peers in the sector, agencies and consultants as required.

## **Key focus of the role:**

As Senior Corporate Manager (New Business), you will lead Diabetes UK to identify, cultivate and secure partnerships that deliver significant financial and strategic value, accelerating progress towards a world where diabetes can do no harm. You will build a strong pipeline of prospective partners and roll out a commercially driven, donor centric acquisition strategy for corporate new business. Working with and managing senior stakeholders, you will broker sector-leading partnerships that raise awareness of diabetes and enhance the health and wellbeing of millions of people across the UK.

## **Directorate and team**

This role sits in the [Philanthropy and Partnership Team](#) in the [Engagement and Fundraising Directorate](#)

## Department



## Main responsibilities

1. Lead on implementing Diabetes UK's corporate new business strategy, building six and seven figure, multi-faceted and multi-year strategic partnerships with a diverse range of corporates
2. Develop strategies to access new (global) markets, and to recruit and steward senior volunteers, to enable the organisation and team to achieve strategic outcomes and goals
3. Work closely with the Senior Management Team to align prospect research to fundraising priority ambition projects, developing strong prospect pipelines
4. Set and achieve ambitious targets for income growth
5. Develop and lead the New Business team in line with Diabetes UK's values and culture
6. Line management responsibility for Partnerships Managers(New Business), and a Philanthropy Officer. Responsible for supporting, coaching and development of line reports
7. Manage a small portfolio of high value prospects
8. Lead on the development of compelling sector leading propositions that are strategically aligned and reflect shared goals
9. Pilot innovative new business models and approaches, working with multiple partners
10. Oversee development of Diabetes UK's sponsorship offer for key events and charitable work
11. Project manage internal and external partnership launches to achieve maximum impact, and lead on partnership negotiation to secure maximum value for Diabetes UK
12. Work with team to ensure acquisition and solicitation plans are implemented for all prospective corporate partners
13. Oversee and lead the negotiation and development of contractual agreements relating to new partnerships
14. Track KPIs and oversee the prospect pipeline for the corporate new business team

15. Oversee budget setting and forecasting for Corporate New Business
16. Work with HoD and wider team(s) to develop and implement processes and systems to support the growth of new corporate opportunities

## Person specification

All jobs at Diabetes UK are based on our competency framework called the What-How Framework. In the following sections we've listed:

- The key activities you'll undertake (the What) and
- The skills, knowledge, experience and behaviours you need to be successful in this role (the How)

### You will be able to:

1. Be externally focused, networking on a regular basis with current and potential funders, maintaining excellent knowledge of key business sectors
2. Network and build relationships internally with colleagues in key Directorates/Teams in order to achieve team and individual objectives
3. Gather information and insight from P&P as required to feed into wider organizational projects/initiatives
4. Ensure New Business team is suitably resourced and has a balanced pipeline of prospects to achieve fundraising targets
5. Ensure risk associated with new partnerships is flagged and mitigated, and lead on partnership approval for new partnerships via the Partnership Approval Group
6. Ensure all new business activity is conducted in line with the fundraising Code of Practice and all other legal and regulatory requirements
7. Develop senior relationships with prospective partners and teams to influence, negotiate, co-create and agree shared partnership goals
8. Work with Prospect Researcher and Proposals Manager to create a strong prospect pipeline and compelling cases for support
9. Work closely with colleagues in the Corporate Account Management team to ensure that new partners are effectively transitioned, and to support partnership renewal, uplift and innovation as needed
10. Work closely with other P&P leaders and relevant stakeholders to identify areas of innovation, develop and refine processes, and build capability and capacity
11. Network with colleagues in the sector and attend relevant training and specialist interest groups to ensure our approach is sector leading
12. Undertake scenario planning, together with the team, to "future proof" our fundraising activity and mitigate against internal and external risks
13. Deputise for the Head of Philanthropy and Partnerships as required

You will have experience in:

- Strong corporate fundraising and/or corporate background (preferably in sales/marketing)
- Substantial and demonstrable experience of working with corporates – including acquiring and maximising relationships.
- Line management experience
- Supporting and delivering high quality communications to influence and persuade a variety of internal and external stakeholder audiences
- Working across teams to identify business / funding needs and developing strategic and commercial partnerships that deliver shared value
- Cultivating and stewarding large corporate partners securing 5-6 figure+ gifts,
- Experience of budgeting, planning and reporting
- Experience of working in a charity fundraising environment

Diabetes UK is committed to fundraise in a way that is legal, open, honest and respectful and expects all staff and volunteers to share this commitment. We are registered with the Fundraising Regulator and you will be expected to adhere to the Code of Fundraising Practice.

You will have skills in:

- Presenting and pitching, representing the charity in a range of settings and to a range of internal and external audiences.
- The ability to work independently and use your own initiative, in particular in developing corporate fundraising products, processes and tools.
- Excellent negotiation, contracting and influencing skills with a proven ability to develop constructive relationships across a wide variety of roles and hierarchies in a complex organisation
- Managing income and expenditure budgets with knowledge of budget development
- Excellent interpersonal, written and oral communication skills, with the ability to convey complex information clearly and in a compelling manner
- Excellent relationship building and networking skills, with the ability to influence both internal and external stakeholders, including at a senior level
- Ability to think strategically about funding opportunities and develop strategic partnerships
- Excellent planning and time management, with the ability to manage a demanding workload in a complex environment

You will have knowledge:

- Demonstrable knowledge of the commercial sector and how to access decision makers.
- Understanding of corporate fundraising and fundraising cycles, especially in relation to restricted funding, including identification, research, cultivation, solicitation and stewardship of partners
- Knowledge of developing restricted funding bids, project costings, reporting and planning for significant partners to secure and sustain long term support
- Knowledge and understanding of what drives business and how to create shared value.
- Knowledge and application of different corporate fundraising methods eg CRM, COTY, GIK, Affinity giving, Sponsorship, Commercial, Advertising
- Understanding of how to use a CRM to drive gold standard funder stewardship and accurate donor reporting
- An understanding of current fundraising trends and connections with relevant fundraising networks.
- Understanding of legislation, regulations and financial issues relating to corporate fundraising

The best person for this job will be (behaviours):

- Highly credible, with strong all-round communication skills
- Comfortable and excited about networking at high profile events
- New Business mentality but with a highly strategic mind and passion for creating genuine value-exchange partnerships between Diabetes UK and private sector
- Personable, tenacious, resilient, imaginative, ambitious
- Team-worker
- Flexible and agile – you will enjoy working in a fast-paced, fluid working environment focused on growth
- Proven superb, corporate fundraising track-records, and clear passion for the sector
- Creative and innovative approach to developing new business opportunities

Qualifications/professional membership (if applicable):

Desirable Fundraising qualification

# BENEFITS

**We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.**

**We want to make sure that we can help you create a good balance between work and the other parts of your life.**

**And one way we do that is with benefits we offer you.**



## Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



## Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



## Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



## Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



## Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



## Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.



#### Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



#### Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



#### Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



#### Annual season ticket loan

Annual season ticket loan\* (on completion of your probation period and if contract is permanent or longer than 12 months).



#### Cycle to work scheme

Cycle to work scheme.

## Get in touch

Email [recruitment@diabetes.org.uk](mailto:recruitment@diabetes.org.uk)

Call 0345 123 2399

Visit [diabetes.org.uk](http://diabetes.org.uk)

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

