



**Job title:** Corporate Partnerships Manager

**Location:** Office-based from London, N4 with flexibility to work remotely

**Reports to:** Head of Corporate and Trusts

### **Introduction to multiple sclerosis and the MS Society**

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

### **Purpose**

- To deliver income at or above the agreed budget level from corporate relationships and activities as agreed within the annual budget and business plan.
- To lead and develop the MS Society's corporate fundraising and partnership work, including overall management of the existing corporate portfolio, and growing and diversifying new corporate income streams.
- To establish and keep the MS Society at the forefront of UK fundraising from corporate sources at UK, national and local levels.
- To develop and manage a range of cases for corporate supporters including sponsorship, commercial partnerships, employee fundraising, strategic relationships, and pro bono opportunities.
- As a member of the Philanthropy & Partnerships management team, to support the Head of Corporate & Trust Partnerships and contribute to the leadership, planning and policy formulation of the directorate as a whole.
- As a member of the management community to influence and implement the MS Society's direction of travel to meet our organisational objectives.

- To represent the organisation externally, taking a key role in stakeholder management, in particular with the Appeal Board and senior external influencers.
- To deputise for the Head of Corporate & Trust Partnerships on matters relating to corporate fundraising.

### **Key relationships:**

#### Internal

The post holder will work closely with all areas of the MS Society and with all departments, including:

- Income Generation staff across the MS Society working to a common income goal
- Marketing and Communications staff
- Services and Support staff to create effective cases for support on our work and impact
- Policy and Research for cases for support on our work and impact in service development and research
- Trustees

#### External

The post holder will also work closely with the following groups:

- Senior volunteers, Appeal Board members and Trustees
- Senior business people
- Organisations with which we may make joint applications for funding

Other fundraising peers to understand trends and best practice

### **Our values**

We expect everyone who works with us to model and promote our values:

#### **Bold**

We are brave and innovative. We're not afraid to take risks and speak out, even when it is not easy. We are pioneering and dynamic in our approach to achieving our goals. We will campaign and push boundaries, and will not give up until we have beaten MS.

#### **Expert**

People with MS are experts in their own condition. We bring together their own experience and knowledge, along with that of staff, volunteers and professionals, and the best available evidence, to improve the lives of people affected by MS.

#### **Ambitious**

We do not accept the status quo. We set high standards and work hard to reach them, driving real change. We push the boundaries and are positive about beating MS.

## **Together**

We achieve success by working with the whole MS community. We are collaborative and inclusive in our approach to succeed in delivering our goals. Everything we do shows we support and care about each other.

### **Detailed responsibilities:**

#### **1. Business plan implementation (80% total of all items below 1a, 1b etc)**

- Planning and allocating work, monitoring achievement of deadlines, and supporting staff as appropriate.
- Focussing the work of the team to implement business plans and contribute to the achievement of our strategic aims and priorities.
- Ensuring a clear focus on driving improvements in quality, impact and performance.

#### **1a Developing and implementing the UK-wide corporate fundraising strategy (15%)**

- Review, develop and implement the Society's strategy from corporate donors, in line with the Society's overall strategy for growing income.
- Promote and enable a positive culture of engagement which values the contribution from companies funding all areas of the MS Society's work.
- Working with colleagues within the P&P and Finance teams, develop efficient processes which support the delivery of excellent reporting.
- Develop and implement a strategic approach to maximising corporate fundraising opportunities presented through the public phase of the Stop MS Appeal.
- Work with colleagues across the nations and, where appropriate, in other MS Societies, to develop substantial cross-border corporate partnerships.

#### **1b Meeting annual income and activity targets (45%)**

- Be personally responsible for generating income from a portfolio of corporate partners, both new and existing, to deliver or exceed budgeted income
- To identify and secure new business and establish a strong pipeline of prospective corporate partners.
- Maximise relationships from the Appeal Board, Trustees and other key influencers to secure new partnerships.
- Use market research and funding insight to identify new prospects, inform the cultivation process and enhance income generation.
- Maintain strategic oversight of the MS Society's fundraising income from pharmaceutical companies.
- Ensure agreed sign-off procedures are implemented.

## **1c Operational delivery and improvement (10%)**

- Accountable for the effective day to day management and delivery of activity across the team.
- Focus the team to deliver the business plan and contribute to the achievement of the MS Society's strategic aims and priorities.
- Ensuring a clear focus on driving improvements in quality, impact and performance.
- Seek continuous improvements to the quality and output of the MS Society's UK-wide corporate fundraising programme taking account of strategic decisions; the requirements of our funders; legislative changes, trends in funding and best practice.

## **1d External Representation (10%)**

- Represent the MS Society externally on a wide range of matters, including acting as a representative in meetings and at conferences for the charity when required.

### **People management** [*line managers*] **10%**

- Engaging individuals through setting clear work plans, managing performance and development, through regular one to one's, feedback, supervision, supporting learning and the performance development review process.
- Recruiting and inducting new staff.
- Developing and maintaining effective working relationships across the team, department, directorate and Society.

### **Budget management** [*all budget holders*] **5%**

- Propose and be accountable for the efficient management of expenditure including effective budget preparation, planning, monitoring and review for both unrestricted and restricted income.
- Ensure effective financial and resource management.

### **Monitoring and reporting on performance** **5%**

- Accountable for the analysis and evaluation of performance information, monitoring and reporting against objectives, outcomes and KPIs.
- Ensuring action is taken a timely manner to enable corrective action to be taken.
- Ensuring the social impact of the departments work is measured in accordance with the MS Society's outcomes framework.

### **General**

- Compliance with the MS Society's governance procedures.
- Ensure compliance with MS Society policies on working with people with MS, Volunteers, Recruiting Safely, Safeguarding, Health & Safety and Equality & Diversity.

- Ensure compliance with MS Society guidelines on the requirements of Disclosure, where applicable.

### **Other duties**

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Corporate Partnerships Manager.
- To supply information as required by the Head of Corporate & Trust Partnerships.

### **Person specification**

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

### **Qualifications**

Essential

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills or
- A relevant, recognised professional qualification which demonstrates equivalent academic skills
- Evidence of continuous professional development.

### **Experience**

Essential

- Proven ability to manage a portfolio of corporate partners, achieve substantial income targets and provide senior strategic leadership within a fast-paced fundraising environment.
- Significant experience of developing programmes of activity, relationship development and 3-year business plans to recruit, engage, inspire and retain corporate relationships.
- Proven experience of success in securing and managing six figure, multi-year corporate relationships.
- Proven experience of managing relationships with senior staff, senior volunteers and influencers.
- Planning and project management experience to control effective use of resources.
- A proven track record of success in leading teams of comparable size and complexity, to deliver high quality results to deadline.
- Experience of setting activity KPIs and measuring impact related to fundraising activity.
- Experience at training, advising and supporting staff to be effective fundraisers, including senior staff.
- Experience of working in a team to develop, communicate and implement business plans.

- Experience of applying effective problem solving techniques when the situation demands
- Demonstrable experience of impact reporting, use of evidence in applications and financial reporting
- Demonstrable experience of financial and budgetary management

## **Knowledge and skills**

### Essential

- Demonstrable evidence of up-to-date knowledge of best practice and new initiatives concerning corporate fundraising.
- Ability to interpret, analyse and adapt highly complex information demonstrating how to meet companies' requirements.
- Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders and facilitate cross-team working.
- Knowledge and understanding of the themes for partnerships and applications that meet companies' ever changing requirements.
- The ability to drive and embed lasting change.
- The ability to focus on impact and deliver outstanding results in a team environment.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- Evidence of ability to undertake complex negotiations on behalf of the Society with corporates and with colleagues to deliver on different partnerships and opportunities.
- Excellent organisational and workload management skills.
- IT skills including CRM database skills, e.g. Raiser's Edge.

### Desirable

- Understanding of the issues facing organisations that work with people affected by a health condition, and those who know them.

## **Employment terms**

**Grade:                    Band G1**

**Signed by postholder**

**Date**

**Signed by Executive Director**

**Date**



## MS SOCIETY JOB DESCRIPTION

### MS Society Core Competencies

June 2020

Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	<p>Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions.</p> <p>As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.</p>	<p>Together</p> <p>Expert</p>
Open to change and innovation	<p>Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure.</p> <p>As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.</p>	<p>Bold</p> <p>Ambitious</p>
Sound decisions	<p>Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action.</p> <p>As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.</p>	<p>Ambitious</p> <p>Expert</p>
Collaborative	<p>Invests time and energy to establish trust and build positive working relationships with</p>	<p>Together</p>

<b>working</b>	<p><b>individuals and teams across the organisation.</b></p> <p><b>As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.</b></p>	
<b>Effective Communication</b>	<p><b>Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate.</b></p> <p><b>As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.</b></p>	<p><b>Together</b></p> <p><b>Expert</b></p>
<b>Outcome focussed</b>	<p><b>Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes.</b></p> <p><b>As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.</b></p>	<p><b>Bold</b></p> <p><b>Together</b></p>
<b>Inclusivity</b>	<p><b>Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work.</b></p> <p><b>As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.</b></p>	<p><b>Together</b></p>
<b>Accountability</b>	<p><b>Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.</b></p> <p><b>As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses</b></p>	<p><b>Bold</b></p> <p><b>Expert</b></p> <p><b>Ambitious</b></p> <p><b>Together</b></p>



	<b>problems quickly and transparently.</b>	
<b>Tech Savvy</b>	<p><b>Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness.</b></p> <p><b>As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.</b></p>	<p><b>Bold</b></p> <p><b>Ambitious</b></p>