



# POSITION DESCRIPTION

## Corporate Partnerships

<b>Position:</b>	Corporate Partnerships
<b>Department:</b>	Marketing & Fundraising
<b>Time Fraction:</b>	Full Time
<b>Reports To:</b>	National Marketing & Fundraising Manager
<b>Responsible for staff:</b>	Nil
<b>Position Tenure:</b>	Permanent
<b>Date of Review:</b>	June 2018

### Role Summary

---

The Corporate Partnerships role is responsible for developing new and nurturing existing partnerships with businesses and the corporate sector that generate revenue and raise Kids Under Cover's profile.

The role has responsibility for securing funding, building engagement and deepening connections from business and key industry groups for the work of Kids Under Cover. The key aspects of this role are:

1. Retaining and growing mutually beneficial strategic relationships with existing corporate partners;
2. Researching, identifying, and securing new corporate partnerships;
3. Interacting with, and supporting partners in their fundraising and philanthropic efforts; and
4. Securing cash sponsorship for Kids Under Cover's programs, major events and external marketing initiatives.

Reporting to the National Marketing & Fundraising Manager, the key responsibilities of the position are:

- Develop and implement the annual corporate fundraising strategy;
- Maximise growth opportunities with existing partners and activities;
- Acquire and secure new mutually beneficial corporate partnerships;
- Develop and maintain a detailed business development pipeline for corporate partnerships;
- Achieve fundraising revenue targets in the following areas:
  - Cash donation corporate (including some in-kind and sponsorship);
  - Cash donation workplace giving;
  - Corporate build program;
  - Donate Your Car® corporate and council;
- Support partner activities including fundraising events, volunteering and consumer campaigns.

## Key Responsibility Areas (KRAs)

---

### Business Development (50%)

- Build and manage a corporate partnerships business development pipeline.
- Cultivate and secure new partnerships with corporates and industry groups that provide mutually beneficial outcomes and revenue for Kids Under Cover.
- Liaise with and where possible recover lapsed partnerships with corporates and industry groups.
- Develop tailored partnership proposals, presentations and collateral as required, in collaboration with the Communications & Digital Officer.
- Manage and grow fundraising products such as, paid volunteering (corporate build) and sponsorships.
- Manage and grow Workplace Giving program.
- Deliver financial income as budgeted.
- Manage and execute a corporate partnerships sales funnel, including:
  - Researching and identifying leads;
  - Cultivating prospects;
  - Pitching the charitable purpose to prospective partners
  - Closing ‘the sale’;
  - Delivering on the commitment, and
  - Maintaining good working relationships throughout.
- Refine and improve current corporate partnerships framework.

### Account Management/Stewardship (30%)

- Manage the Corporate Operational Framework including:
  - Strategic planning and review meetings;
  - Day to day contact and communications;
  - Agreement reviews;
  - Ensure effective stakeholder management, feedback, benefits and recognition is provided to partners;
  - Manage relevant events; and
  - Measurement and reporting to agreed schedules.
- Maximise and leverage existing corporate and stakeholder partnerships by identifying opportunities to become more engaged with Kids Under Cover.
- Represent Kids Under Cover where appropriate at corporate initiatives and events, including public speaking to corporate or community groups.

- Engage partners to maximise effective relationships including facilitating involvement as required from other team members, National Marketing & Fundraising Manager and CEO.
- Be the key point of contact for all current and prospective corporate partners, providing direction to and working with the wider fundraising team to deliver an exceptional service.

### Strategic Planning (10%)

- Development of strategic plans and functional priorities for Corporate Partnerships area.
- Review National Corporate Partnership Program including operational frameworks and 'products'.
- Forecast income and expenditure for relevant corporate partners and fundraising including management of an effective budget control system to measure their success.
- Develop and manage relevant project plans for each partner.

### Compliance, Policy and Process Management (10%)

- Comply with all policies and delegations applicable to the activities and decisions required in this role.
- Ensure that all policy and procedure rules are clearly documented and updated as regularly required.
- External fundraising activities, including staff groups, comply with fundraising legislation.
- Communications brand aligned
- Add value to the team

### Experience

---

- Minimum 3-5 years' business development or corporate relationship management experience.
- Demonstrated success in a commercial business development/sales role is preferable.
- Experience in the not-for-profit sector is desirable, but not essential
- Demonstrated experience in the planning, development, implementation and management of comprehensive sponsorship and/or business development programs in a complex corporate environment.
- Experience building relationships and high value partnerships with individuals, companies or groups
- Exceptional relationship skills and outstanding capability to steward relationships.
- High level of competency in computer literacy and CRM systems (Salesforce ideally)
- Proven success in setting and meeting challenging sales and financial targets (and expenditure) while managing sales funnels and donor lifecycles.

### Skills & Knowledge

---

**Relationship management** – Collaborates, cultivates and facilitates productive internal and external working relationships to influence outcomes.

**Communicates with influence** – Communicate clearly, actively listen to others and respond with respect.

**Negotiates persuasively** – Gain consensus and commitment from others and resolve issues and conflicts.

**Strategic thinking** – Identifies relationships between issues quickly, synthesises complex information and discerns the key implications for the organisation in the context of organisational priorities.

**Critical thinking** – Makes decisions and solves problems through research, reflection, analysis and rigorous evaluation.

**Drive results** – Achieve results through efficient use of resources and a commitment to quality outcomes.

**Plan and prioritise** – Plan to achieve priority outcomes and respond flexibly to changing circumstances.

### Behavioural Competencies

---

- Work together
- Respect others
- Don't judge
- Be understanding
- Find a way
- Be positive
- Be ethical
- Lead by example
- Show dedication
- Advocate for the cause

### Authorisation

---

I have read, understood and accepted this position description as the basis of this role.

.....  
Employee

.....  
Manager

Kids Under Cover reserves the right to review and amend this document at its discretion.