

Job title: Partnerships Manager

Job family: Engagement, Learning and Entertainment

Job ref: HR to advise

Job family definition

Roles within the Engagement, Learning and Entertainment job family focus upon the Eden experience, providing activities, learning programmes, encounters and events, which engage, inspire and entertain, thus enhancing individuals understanding, experience, skills and enjoyment.

Role description

Eden Project Communities has UK wide reach and delivers ideas that encourage public engagement and participation in positive community based action and build social capital on a mass scale. In 2022 we will be a part of HM The Queen's Platinum Jubilee celebrations and hosting The Big Jubilee Lunch. In order to grow awareness and engagement across the general public we need to collaborate with others and partner with a wide range of organisations to help us amplify what we do. We will have a set of key corporate sponsors for The Big Jubilee Lunch and need to keep these financially led partnerships engaged into The Big Lunch 2023.

The post holder will identify new partner prospects and opportunities that reflect the objectives of our Partnership Framework and help grow our reach in short timeframes. You will build on existing relationships and provide account management for major brands and household names as well as working together with businesses, corporates, charities and other partners to help them activate their networks with the primary objective of growing participation in our flagship project, The Big Lunch.

Key accountabilities

1. Maintain the partnership strategy for the programme of events and projects to increase the number and value of partnerships to benefit Eden Project Communities overarching strategy. Work to KPI's that increase awareness, reach and participation in our flagship initiative The Big Lunch, ensuring mutual benefits to partners.
2. Identify, develop and maintain our prospect database and conduct research to support the development of new and existing relationships across the programme. Identify opportunities and ideas for collaboration with existing partnerships to build mutual benefit. Develop pitches and proposals that attract the support of new partner relationships across the programme.
3. Lead account management for one key corporate sponsor and account management support across all partners by responding to day-to-day queries, managing meetings and maintaining sponsorship plans and documentation for each partnership. Develop and deliver a tailored annual roadmap of engagement and activity for the programme that meets the objectives of our national sponsorships to include the creative delivery of the campaign.
4. Develop and maintain strong mutually beneficial relationships in private and public sectors working with the Head of Delivery and Head of External Partnerships. Sectors and organisations to engage include business, charity, local government, councils and influencers to encourage participation and amplification of Eden project Communities activities to engage the public and key audiences.
5. Develop and deliver creative assets and partner resources required to support our campaigns including writing copy for newsletters, articles, web content and promotional materials to deliver value for our existing partnerships to best effect. Attend and coordinate partner events and work with the Marketing team to ensure all materials meet brand guidelines, values, tone of voice and key messaging requirements for all organisations involved.
6. Provide regular management reports on progress and delivery against outcomes. Work closely with the wider team including the Country Managers, PR and Marketing to ensure the partnership strategy is integrated across the programme and to ensure delivery.

Requirements of the role

Education & qualifications	Educated to foundation degree level or equivalent working experience within a partnerships role with exceptional relationship and communication skills.
Knowledge & skills	The post holder will have several years experience in a similar role, where they will have developed and managed corporate, national and regional partnerships and or sponsors and been involved in campaign delivery. Sponsor management experience can be in any sector but an understanding or experience of the charity sector is essential as is working with partners in both the private and public sectors. A strategic thinker who values all aspects of partnership relationship management from the detail driven processes to creative planning and delivery.
Decision-making	The post holder will be expected to think strategically to drive the continued engagement and amplification of Eden Project Communities. The role will require the post holder to use initiative and work to short term objectives, referring longer term or strategic issues or where there are financial implications to line manager. Decisions made will become apparent within a few weeks but could affect a complex set of partner relationships so will be referred to the Head of External Partnerships regularly.
Resourcefulness	We are in a fast paced campaign environments with multiple corporate sponsors with competing needs and demands and a high volume of activity. Adaptive thinking is key to maximising opportunities and ensuring delivery against outcomes. Thinking creatively and innovatively to solve problems and identify new approaches to deliver a continually evolving Programme. Ability to bring independent research and apply existing knowledge to develop partnerships and resolve any issues. Evaluates all elements of activity and identifies opportunities to add value to the wider programme.
People & asset management	Accountable for the delivery of approved activity and all partner assets. May supervise volunteers or interns within the team though no direct line management required. Has a shared responsibility for assets, including sensitive personal data relating to partnerships and programme participants.
Communication & visitor experience	Highly developed communication skills with excellent written and verbal skills that can be deployed across a mix of situations and are tailored to the audience needs. Needs tact, diplomacy, strength of personality and strong relationship building skills for the role. Often involved in negotiations and sensitive or confidential situations relating to partnerships and their development. Able to act as a programme ambassador and relate well at all levels across a mix of organisations, government departments and general public.
Operational environment	The role will be home based and includes travel as required to support meetings, events and partnership activities as well as occasional travel to our Eden Project offices in Cornwall. There will be a need for flexible working including some evening and weekend work and overnight stays to deliver this role. The role forms part of a hardworking, passionate team spread across the UK.
Additional features	The post holder will need to be driven, ambitious, tenacious and with an ability to build rapport, listen and adapt to situations. As a team we value great attention to detail along with enthusiasm, a good sense of humour and high levels of integrity. Driving licence desirable.