

## **Corporate Partnerships Manager**

### **Overview:**

Fundraising at Guy's and St Thomas' NHS Foundation Trust has always been ambitious and high achieving, and over the past two years we have been on an incredible journey. The pandemic has given NHS charities an enhanced platform to communicate the important role that philanthropy can play in innovation, and over-and-above care for patients.

Given this heightened value placed on NHS charities, it is an inspiring time to be working in NHS fundraising and the opportunity to make a significant difference has never been greater. Furthermore, with the recent launch of our three new charities; Guy's and St Thomas' charity, Evelina London Children's charity and Guy's Cancer charity, it is an exciting time to join our dynamic team and play a key role in shaping our new five-year strategy.

The High Value Fundraising Team is still developing, and you will play a key role in driving new high-value Corporate Partners for the Trust. The primary focus will be on raising income from companies for our three charities: Guy's and St Thomas' Charity, Evelina London Children's Charity and Guy's Cancer Charity. As a member of the High Value Fundraising team, you will be working with fundraising colleagues, and the Senior Corporate Partnerships Manager, to shape and deliver a new four-year fundraising strategy. You will predominantly be responsible for generating new corporate partnerships, however there may be a small amount of account management within your role.

We are a highly collaborative team with lots of scope to influence our corporate partnerships approach. With a relatively young corporate partnership programme in place, the postholder will play a key role in driving new high value corporate partnerships for the Trust and community sites.

The role will be predominantly focused on new business acquisition, whereby the postholder will identify and build a pipeline of prospective partnerships that align with the strategic fundraising priorities of the Trust, as well as a small amount of Account Management. Strong emphasis will be on developing and cultivating long-term, high value strategic partnerships and fostering effective and productive relationships with a range of key stakeholders.

At Guys and St. Thomas , care never stands still - so neither can we. So please do consider joining a team that is supporting the transformation and innovation of care for patients, families and staff across Lambeth, Southwark, London, the UK and beyond.

## About us

Guy's & St Thomas Charity, Guy's Cancer Charity and Evelina London Children's Charity are part of Guy's & St Thomas Foundation. Our collective mission is to build the foundations of a healthier society.

As part of our team, you will work alongside talented people from a mix of personal and professional backgrounds. We support flexible working, part-time roles, and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. We believe there is immense power in diversity and aim to recruit and nurture talent who think and act differently. We are committed to building a truly diverse workforce that reflects the communities served by our partners, recognising the range of benefits that we derive when colleagues bring experiences and perspectives from a range of backgrounds. As part of this work we have developed a race equality plan that instils this within our recruitment and we welcome and encourage applications from a diverse range of backgrounds. There is more information about working with us - our partnership, our core values, our staff benefits - on our recruitment [microsite](#).

## Job description

The opportunity	
Job title:	<b>Corporate Partnerships Manager</b>
Salary:	£40,386 - £43,745 (incl. LWA) - dependent on experience
Contract type:	Permanent Flexible hybrid working, based on minimum of 40% onsite/month. Fundraising office is based at Strand Campus KCL with hot desking available across the partnership.
Benefits:	27 days annual leave, plus bank holidays and 4 closure days in December between Christmas and New Year. Generous pension scheme. Access to fantastic sport facilities, including various gyms and an indoor pool. Excellent professional development opportunities.
Closing date:	Friday 7 <sup>th</sup> November
Interview dates:	Monday 14 <sup>th</sup> /Tuesday 15 <sup>th</sup> (1 <sup>st</sup> round) Monday 21 <sup>st</sup> / Tuesday 22 <sup>nd</sup> (Second round) followed closely by core values.
Core Values interview dates:	
Reporting to:	Senior Corporate Partnerships Manager
The team:	See organogram

Key responsibilities:

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- To generate significant 6+ figure partnerships that will enable Guy's and St Thomas' Trust, via Guy's & St Thomas' charity, Evelina London Children's charity and Guy's Cancer charity, invest in dynamic research and clinical care that will improve the lives of patients, today and for future generations.
- To employ significant and creative relationship building skills to enthuse and inspire prospects to support our work.
- To develop and present prospects and partners with the appropriate fundraising propositions that align their CSR commitments with the strategic fundraising priorities of the Trust, utilising sophisticated influencing and negotiation skills to secure long-term, strategic partnerships.
- To plan strategies to secure partnerships from companies at the level of £100,000 and above. To implement these strategies by building best-in-class cultivation and stewardship of these prospects and making powerful asks that will deliver 6+ figure commitments.
- Play a significant role, working alongside the Senior Corporate Partnerships Manager, in developing and delivering an ambitious corporate strategy.
- To foster effective and productive relationships with key stakeholders to maximise our network of influencers from clinicians, academics, nursing staff to senior leadership at the Trust, in order to enhance your prospect pipeline and that of your team.

**Communication and Networking**

- To use excellent communication skills during conversations with potential partners in order to determine areas of philanthropic interest.
- To use excellent written communication skills to develop inspiring fundraising collateral and proposals that will inspire prospects to work with the Trust.
- To produce thorough briefings for colleagues and senior management prior to meetings with corporate prospects.
- To work with colleagues to problem solve and find solutions and present these to senior management.

**Decision making, planning and problem solving**

- To be responsible for developing and implementing sector strategies within your prospect portfolio.
- To contribute to the planning, progress and promotion of current and future Trust campaigns.

**Service delivery**

- To generate annual income according to agreed targets, guided by a clearly defined set of monthly key performance indicators.
- To engage prospects through appropriate cultivation and stewardship events.
- To play a critical role and support the Senior Corporate Partnerships Manager to develop and deliver a new 4-year strategy (2023-2027).
- To support other areas of the Trust priorities, as appropriate.
- Provide regular updates on individual income forecasts to the Senior Corporate Partnerships Manager and ensure any risks are identified early, and where possible, mitigated.

**Analysis and research**

- To work with the Prospect Research team to identify potential prospects and their areas of interest, in order to devise bespoke development plans.
- To review your prospect pipeline on a monthly basis and ensure appropriate prospect movement.
- To accurately record prospect information gathered in the cultivation and stewardships process on the database, facilitating future fundraising and stewardship activity in addition to the production of management reports.

**Teamwork, teaching and learning support and pastoral care**

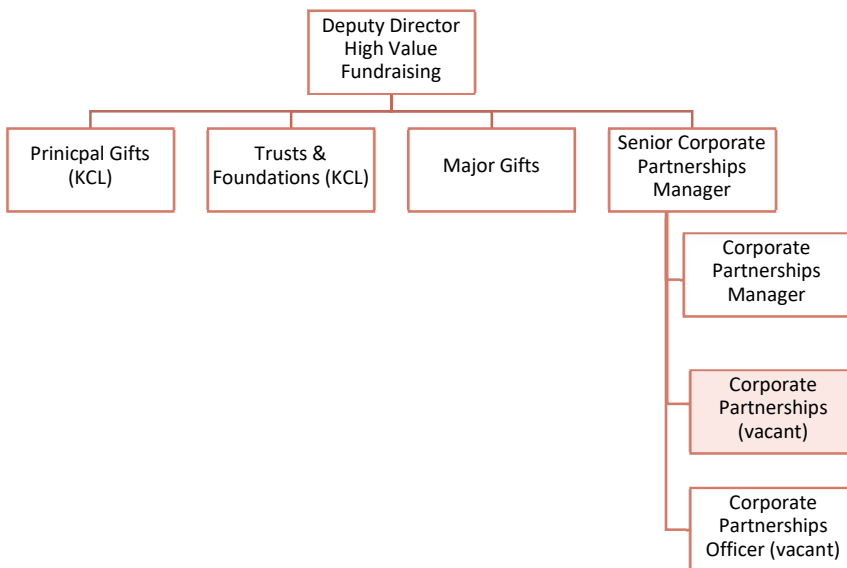
- To represent Guy's & St Thomas' NHS Foundation Trust, Guy's & St Thomas' Foundation (our charities), King's College London, King's Health Partners and the department as appropriate.
- To contribute to the team and department's learning, where appropriate, and support less experienced members of the department.
- To undertake other duties, as directed by the Senior Corporate Partnerships Manager.

# Person Specification

What we're looking for	
Experience:	<ul style="list-style-type: none"><li>• Proven record in target driven development is essential</li><li>• Proven ability to secure significant 6+ figure partnerships or equivalent in commercial sales is essential</li><li>• Experience of developing complex projects with multiple stakeholders is essential</li><li>• Knowledge of a Fundraising Database (eg. Raiser's Edge) or CRM</li><li>• Working knowledge of the medical or health sector or Higher Education sector</li><li>• Experience in the public sector or charitable organisations or commercial sales</li></ul>
Skills and abilities:	<ul style="list-style-type: none"><li>• Ability to plan effectively and implement those plans</li><li>• Ability to plan and deliver projects within budgets and on time</li><li>• Computer literate, i.e. Word, Outlook, Excel</li><li>• Excellent writing skills and presentation skills</li><li>• Ability to present to and influence stakeholders in person at all levels</li><li>• Ability to deal with senior stakeholders, partners and patients</li><li>• Ability to work as part of a team and also to use own initiative</li></ul>
Personal attributes:	<ul style="list-style-type: none"><li>• A team player with a collaborative working style and a clear focus on delivering outcomes</li><li>• Passionate about health care</li><li>• Energetic and enthusiastic</li></ul>

- Lateral thinker, creative and entrepreneurial by nature
- Strong interpersonal skills
- Willingness to attend or work at, where necessary, commitments outside of normal working hours

## High Value Team organogram



### How to apply

#### Process for application

We have partnered with *Charity People* in search of this role and as part of *Charity People's* commitment to employment diversity, they are no longer accepting cover letters or personal statements. Instead, we invite you to provide responses to the below questions.

1. Why have you applied for the role? Please reflect on the role profile and draw on your own experience. (300–400 words)
2. Please suggest a potential partner (sector or specialism rather than identifying a specific company) that you think would be great for Guy's and St Thomas' charity\* and explain why you think they would be a good fit? (300–400 words)
3. What do you see as the key opportunities and threats for Guy's and St Thomas' charity\* in corporate fundraising over the next three years? (300–400 words)

\*Please note that Guy's and St Thomas' fundraise through three charities: Guy's and St Thomas charity, Evelina London Children's charity, and Guy's Cancer charity. Please choose one of these three charities for your answers.

Please send your responses to the above questions, alongside your CV, to [tanya@charitypeople.co.uk](mailto:tanya@charitypeople.co.uk). As part of your application, please also complete the following diversity survey.