

Evaluation Date	23/11/2015
Grade	8

JOB DESCRIPTION

Job Title:	Corporate Partnership Officer	Reports to:	Head of Funding & Evaluation
Department:	Funding & Evaluation	Location:	Vantage Point
Work Pattern:	Full time, working 5 days per week	Contract Status:	Fixed Term for up to 1 year

BACKGROUND

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by:

welcoming all,
each one of us **caring** about what we do,
being **passionate** about how we do it,
and feeling **proud** of what we achieve

JOB PURPOSE

The Corporate Partnership Officer will maintain and develop corporate fundraising relationships to build long-term support to increase income and other benefits to help Edinburgh Leisure create opportunities for everyone to get active, stay active and achieve more. Their remit crosses all areas of corporate fundraising, including sponsorship and advertising, charity of the year, cause related marketing, match funding, payroll giving, employee fundraising and corporate donations.

KEY RESULT AREAS

Key Responsibility	Expected time spent (%)
<p>1. Develop corporate partnership opportunities across all areas of corporate fundraising (sponsorship and advertising, charity of the year, cause related marketing, match funding, payroll giving, employee fundraising and corporate donations) to secure income and other benefits, to agreed annual targets, for EL.</p> <ul style="list-style-type: none"> Identify and develop a range of sponsorship, advertising and donor recognition packages across venues, projects and online e.g. signage in sports halls, swimming pools, reception areas, outdoor signage. This requires close 	30%

KEY RESULT AREAS	
Key Responsibility	Expected time spent (%)
<p>working with marketing and the site teams to package up the offering.</p> <ul style="list-style-type: none"> Identify fundraising and volunteering opportunities that allow corporate partner to engage their staff with our work through EL activities or events. Identify reciprocal opportunities or gifts in kind. <p>2. Identify and secure new corporate partnerships by developing leads and relationships with a planned approach to secure income and other benefits for EL.</p> <ul style="list-style-type: none"> Identify and research potential corporate partnership supporters Create and maintain a 'prospect' pipeline and database with contact history. Engage with local business and national corporations to increase awareness of our work and corporate partnership opportunities (e.g. networking, cultivation events, speaking opportunities) Customise presentations, pitches and applications outlining innovative funding opportunities to be developed for potential clients based on their specific needs. Involve the Head of Funding & Evaluation, EL's Senior Leadership Team and Board members to help facilitate targeted relationships and secure corporate partnerships. <p>3. Maintain and develop existing portfolio of corporate partnerships to maximise income and benefits for EL</p> <ul style="list-style-type: none"> Provide excellent account management to ensure that the benefits agreed with the supporter are delivered Develop relationships by providing bespoke communications and a contact strategy for each partner Organise cultivation events and opportunities throughout the partnership Secure retention of their corporate support 	<p>40%</p> <p>30%</p>

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	None
Salary bill for all staff reporting:	None
Responsibility for finance and level of financial control:	<p>Supports the delivery of the funding plan – currently £1m income by increasing income from corporate sources.</p> <p>There will be a small budget to support corporate partnership general expenses.</p>

	Supports the New Business Development Manager in delivery of secondary income and contribution to targets.
Responsibility for Physical Resource:	Laptop, phone and associated personal equipment.
Responsibility for Data and Information:	<p>Provides accurate income and performance reports for corporate partnerships</p> <p>Use of fundraising database and responsible for keeping corporate partnership records up to date</p> <p>Access to sensitive, business critical and commercially sensitive information on a regular basis</p>

GUIDELINES AND EXPECTATIONS

Authorities & Limitations
<p>Responsible for achieving income growth from corporate partnerships across the range of corporate fundraising including sponsorship and advertising, charity of the year, cause related marketing, match funding, payroll giving, employee fundraising and corporate donations.</p> <p>Identify and develop a range of sponsorship, advertising and donor recognition packages across venues, projects and on-line. These packages will be approved by the Marketing Manager and the Head of Funding and Evaluation and negotiation authority agreed prior to discussing with external prospects.</p> <p>Key role in taking the lead to negotiate and secure partnerships up to £20K independently and will involve a Manager and/or Head for larger partnerships.</p> <p>Required to make proactive approaches to potential Corporate Partners in line with their work plan, the Funding Plan and the wider business Plan.</p> <p>Retains ownership of relationships with potential and existing corporate partners of Edinburgh Leisure</p> <p>Refers to the Funding Plan and/or the Head of Funding & Evaluation for guidance on priorities, potential conflicts or external enquiries.</p>
Communication & Representing The Organisation
<p>This post works with a range of internal (venue staff, directors, Marketing, Managers) and external stakeholders with varying degrees of interest and knowledge in our work.</p>

Represent the organisation at appropriate forums to develop external networks and build relationships with potential supporters with a view to identifying funding opportunities.

Communicates a range of corporate fundraising options that inform, consult and influence all stakeholders internally as well as being clear and appealing to potential clients.

Responsible for developing and maintaining effective relationships with current and potential corporate partners.

Prepares performance reports to measure income and engagement information.

Actively seeks to raise awareness of corporate partnerships and Edinburgh Leisure's social purpose by identifying successes and good news stories to be submitted to marketing colleagues for appropriate communication channels e.g. PR, marketing, website or social media.

Develops and maintains relationships with corporate supporters, to monitor their satisfaction and aiming, where possible, to secure and grow their participation in future years.

Safeguarding Our Customers

Takes an active role in the duty of care to yourself, your colleagues and your workplace – take action if you see a potential hazard

Problem Solving

Responsible for developing a range of corporate fundraising options to develop new sources of income and benefits for Edinburgh Leisure in an increasingly busy and competitive marketplace.

Make innovative approaches to ensuring corporate partnership proposals are tailored to meet the needs of the ever changing external environment / customer expectations, adapting proposals to reflect shifts in the market.

Plan ahead by 12-24 months to develop and win corporate partnerships. However, also have to respond to corporate partnership requests and opportunities with much shorter timeframes.

Preparing applications for advertising consent when required by planning authorities.

Impact On Organization

This role supports the development and delivery of the fundraising strategy, introducing new and innovative ways of raising funds. This will involve proactively championing the social purpose of the organisation both internally and externally.

You will proactively engage and sustain funding to allow important areas of work to happen, that without this funding would not progress.

A duty to work with colleagues to safeguard external funding investments against the purpose for which investment was made. Any concerns or potential discrepancies must be reported to the Head of Funding and Evaluation.

JOB DEMANDS	
Physical	Office based with some internal meetings, and a great deal of time networking and meeting supporters at their locations. There is a requirement to be mobile, visiting all of our venues and / other external sites or partner premises. Therefore a valid, current driving license and car are requirements for this role.
Mental	The role requires creativity and strong communications skills. There will be a requirement to adjust your message to suit the needs of a variety of audiences. You will be expected to be driven to succeed, resilient and able to prioritise your workload.
Emotional	The role involves creating new income opportunities and will therefore demand high and consistent levels of passion and energy. Due to the nature of a fundraising role and the reality that not all opportunities will result in success, you will also be required to handle rejection in a resilient manner. There will be pressure to deliver on income and engagement targets within a relatively short time period.
Environmental	You will be based in a busy, open plan, office. You will be required to visit various locations throughout Edinburgh for meetings etc.

PERSON SPECIFICATION

Factor	Essential	Desirable
Qualifications and Attainments:	<ul style="list-style-type: none"> • A fundraising, marketing or commercial background within income generation. • A proven ability to develop proposals and close deals. • A proven track record in achieving income targets. 	<ul style="list-style-type: none"> • Degree level qualification • A fundraising/marketing qualification.
Knowledge and Experience:	<ul style="list-style-type: none"> • 2-3 years experience in a fundraising, marketing or sales role within a business to business environment is required. • Experience of researching suspects, qualifying prospects, submitting proposals, giving presentations and a proven ability to close deals. 	<ul style="list-style-type: none"> • Experience of working with a fundraising database.

Factor	Essential	Desirable
	<ul style="list-style-type: none"> • Track record in building and developing effective relationships with company representatives at all levels. • Excellent IT skills to enable the production of appealing and professional proposals and presentations. • Excellent verbal and written communication skills. 	
Additional Requirements (e.g. competencies):	<ul style="list-style-type: none"> • Achievement – a desire to succeed, a competitive drive. • Highly accurate with a strong attention to detail. • Personal organisation and influencing skills to manage a busy workload and meet deadlines. • Sense of urgency, proactive attitude, and flexible. • Highly self-motivated and directed. • Experience working in a team-oriented, collaborative environment. 	

DISCLOSURE/PVG REQUIREMENTS

Basic Level Disclosure

I have read and understand this job description and I am clear about what is expected of me in this job.

Signed

Date