

Senior Business Development and Partnerships Manager – Job Description

Inspire believes that all young people should have access to the opportunities and inspiration they need to achieve their potential.

We inspire children and young people across London and beyond, using data to understand the barriers they face and connecting them with a range of employers and opportunities to open doors to their success.

Our guiding principles are:

Work with integrity – doing the right thing for young people

Be bold – using challenges to drive innovation

Drive equity – challenging our thinking to increase diversity

In partnership – working with others to achieve goals

The Role

The Senior Business Development and Partnerships Manager is a key role at Inspire responsible for identifying, developing and scaling partnership and funding opportunities that drive sustainable growth and long-term value for the charity. Reporting to and working closely with the Director of Business Development and Partnerships, they contribute to business development strategy and growth of the charity.

With responsibility for pro-actively managing business development activity including end-to-end partnership strategy from market opportunity assessment and relationship building, through to commercial negotiation, contracting and stewarding relationships to raise funds for Inspire from a range of sources, including corporate partnerships, community fundraising, trusts and foundations. The postholder will work collaboratively with senior stakeholders across all Inspire teams to ensure partnerships align and strengthen the charity's programme delivery, quality and impact.

Responsibilities

New Business Development and Fundraising

1. Identify new business development opportunities within the Corporate and Trust and Foundations sector.
2. Develop and maintain a robust pipeline of prospects for new business opportunities.
3. Scope, develop and secure multiple new long-term, five figures and above corporate partnerships, aiming for a diverse and robust portfolio of partners.
4. Support in writing and submitting applications for new funding to corporates, statutory bodies, trusts and foundations.
5. Researching subject matter areas so that proposals are supported by evidence.
6. Conducting research into funding opportunities, competitors and market trends.
7. Developing and maintaining an annual calendar of community fundraising activities.
8. Supporting the Head of Departments in responding to funders' requests and questions.

9. Personally approach and cultivate prospective funders with the appropriate level of involvement from colleagues across the charity.
10. Act as an ambassador for Inspire with external audiences in the corporate space, delivering presentations and providing expertise as required.

Account Management and Development

1. Manage and grow Inspire's entry to mid-level corporate partnerships (supporter's network), including leveraging existing relationships to maximise financial income and partnership longevity.
2. Work with the Heads of Departments to scale up existing (funded) programmes.
3. Ensure Inspire's database of supporters is kept up to date with all corporate partnership and fundraising activity.

Finance and Reporting

1. Working with the Heads of Departments and wider delivery team to ensure funder reports are completed on time and to a high standard.
2. Liaising with colleagues to check-in on project delivery, stakeholder management activities and spot opportunities for developing strategic partnerships from existing relationships.
3. Work with colleagues across programme delivery and finance to ensure accurate forecasting, income tracking and reporting for corporate and trust and foundation partnerships.

Planning and strategy

1. Working with our Senior Leadership and Management teams to develop and implement Inspire's income generation strategy and help to engage the wider team with fundraising activities.
2. Stay up to date with fundraising best practice and keep abreast of developments and opportunities within the wider fundraising space.
3. Taking ownership for Inspire's Supporters Network offer for corporates, reviewing and adapting where necessary, to ensure a compelling partnership package and the achievement of income targets.

Marketing and communications

1. Support on marketing and communications to promote Inspire and its programmes locally and more widely, including developing marketing materials and updating social media where necessary.
2. Supporting the development of social media campaigns for relevant funding opportunities.

Qualifications Required

- A minimum of 5 GCSEs at A* to C grade (9 – 4) or equivalent (including English and Maths).
- Level 3 qualification.

Person Specification

The following attributes are required for the role.

Knowledge and Experience

- Proven track record in successfully identifying, securing, managing and developing multiple and/or long-term corporate partnerships at five figures or above, from initial prospect research to contracting and ongoing management.
- Previous experience in similar sized charity of owning and managing a pipeline.
- Excellent stakeholder management skills including experience building and managing relationships, particularly in the corporate sector.
- Demonstrable, strong commercial acumen.
- In depth understanding of corporate CSR programmes and delivery requirements.
- Experience of creating marketing and communication content linked to CSR and fundraising activities.
- Experience in planning and managing corporate fundraising programmes.
- Demonstrable ability to influence and negotiate at executive level while translating strategies into actionable, results-driven initiatives.
- Knowledge and experience of the education and/or not-for-profit sector.
- Knowledge of the UK fundraising environment, including corporate fundraising trends and regulations that affect corporate partnerships.
- Excellent IT skills including Microsoft 365 and experience of using CRM systems.
- Proven research skills.
- Strong analytical skills.

Attributes and Behaviours

- Passionate and enthusiastic about advancing social mobility and creating empowering opportunities for young people.
- Excellent team player, able to develop collaborative, strong and effective working relationships including the ability to negotiate and influence with a range of audiences and stakeholders.
- Excellent oral and written communication skills.
- Excellent presentation skills.
- First-class interpersonal skills - a natural ambassador able to represent the charity in a range of settings.
- Resilient and able to adapt and thrive in a target-driven team.
- Problem solver and comfortable working in a changing and flexible environment.
- A demonstrable sense of ambition and drive underpinned by a can-do attitude

Desirable

- Degree, equivalent qualification or demonstrable experience.