

## Job Description

### Our charity

We're Breast Cancer Now, the charity that's steered by world-class research and powered by life-changing care. We're here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future.

If we all act now, by 2050, we believe everyone who develops breast cancer will live and have access to the care to live well.

<b>Job title</b>	Corporate Engagement Manager
<b>Directorate</b>	Fundraising, Communications and Engagement
<b>Team</b>	Corporate Partnerships
<b>Job title of reporting manager</b>	Head of Corporate Engagement
<b>Job title(s) of direct reports</b>	N/A
<b>Document created (Month and Year)</b>	August 2022

### Job purpose

To identify and nurture relationships with top prospects across key sectors, developing multi-year, multi-income stream partnerships raising more than £100k per annum.

### Key tasks and duties

- Manage the end-to-end process to secure new partnerships that have capacity to raise £100k+ per annum
- Work closely with the Community and Events team to ensure all incoming opportunities are maximised whilst maintaining our brand value
- Create sector strategies using market data, focusing on those opportunities that can bring in £100k+ per year as well as adding value to the charity and people affected by breast cancer
- Work with the Corporate Partnerships and Engagement Executive to qualify if a company has the potential to be a corporate partner (a qualified prospect)
- Autonomously deliver first-class relationship management across all prospects. Proactively engage prospects at all levels and build and maintain this relationship through regular contact
- Work closely with colleagues and use their expertise, where relevant, in the sales cycle. Seek out colleagues' thoughts on ways the company/ sector can add value, invite colleagues to

meetings, pitches, secure their input into presentations, proposals, campaign ideas and /or utilize their resource for the content creation of pitches, sales decks or films

- Identify opportunities across the charity to engage prospective partners through events, funding requests and involvement in service/research developments
- Work with teams across the charity to ensure that the business develops a strong relationship with the charity which transcends individual relationships
- Become an expert in the context in which your top prospects are working, so that the team can look to you for sharing expertise and you can provide high-level briefings for the Head of Corporate Engagement and the Associate Director
- Produce and deliver high quality, creative, persuasive, and accurate presentations and proposals, ensuring a tailored approach at all times
- Negotiate terms and contracts with new partners to ensure maximum value for the charity
- Ensure that any new partnership developed is sensitive to men and women affected by breast cancer by making sure to check in with the Clinical team and, if required, to use the insight panel of women and men with a lived experience of breast cancer
- Maintain an informed, strong and robust pipeline and contribute to the team approaches, meetings and proposals KPIs
- Accurately monitor and report on the income of your sectors, highlighting risks and opportunities to the Head of Corporate Engagement
- Work alongside colleagues in the Corporate Partnerships team to share and take learnings from across the partnership portfolio
- Keep accurate records through files and Breast Cancer Now's database, to collect information for the organization
- Adhere to Breast Cancer Now's Health, Safety and Wellbeing Policy and Procedure
- Any other duties that are within the scope and remit of the role and as agreed with your manager

## Person Specification

### Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- Securing multiple 5-figure corporate partnerships via formal applications, proposals and pitches
- Working with internal and external contacts, with differing levels of seniority to identify, secure and grow income potential
- Creating and following sector or prospect strategy plans, developed on your own initiative.
- Budget management across multiple income streams

It is **desirable** for you to have the following qualifications and experience:

- Development of internal working groups, influencing and negotiating with teams of various seniority
- Commercial acumen demonstrated in the delivery of high-value cause-related marketing agreements
- Working in a fast paced, multi-faceted environment
- Working on a variety of projects, simultaneously managing a wide range of tasks

### Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Exceptional relationship management skills with the ability to manage stakeholders at all levels
- Excellent written and verbal communication skills, with the ability to communicate and influence a wide range of audiences
- Strong organisational, project and time management skills with the ability to use own initiative, prioritise and demonstrate a problem-solving approach
- Ability to adapt a prospect plan to meet the changing needs of both the business and the charity
- Demonstrable ability to work collaboratively across departmental boundaries to achieve shared organisational goals
- A proven ability to deliver against income targets
- The ability to think creatively and to develop tailor made proposals to meet your prospect's needs
- Resilience: the ability to remain positive and recover quickly from set-backs, keeping problems

in perspective and taking a solution focused approach

- Teamwork: supporting others generously and challenging constructively if necessary
- Experienced in IT (including social media, Microsoft Office, digital fundraising platforms and databases)
- A natural empathy for women and their families affected by breast cancer

It is **desirable** for you to have the following skills and attributes:

- Digital fundraising and content generation, with a creative approach to messaging to engage a variety of different audiences

## **Knowledge**

It is **essential** for you to have the following level of knowledge:

- An understanding of partnership legal requirements and best practice due diligence
- An understanding of the corporate fundraising sector and the changing demands of partnerships.
- An understanding of the commercial sector and major UK brands, and the ability to demonstrate business acumen in this capacity when talking to contacts

It is **desirable** for you to have the following level of knowledge:

- An awareness of the issues people affected by Breast Cancer can experience

## Role Information

### **Key internal working relationships**

You will work closely with the following:

- Corporate partnerships team, notably the Head of Corporate Engagement, Senior Corporate Engagement Lead, Corporate Partnerships Executive and Account Managers
- Public Health, Research and Services teams to identify opportunities for funding and support.
- Clinical teams to harness their expertise in strategic development or messaging advice
- Fundraising, Communications and Engagement Directorate to develop opportunities to cross sell products and opportunities

### **Key external working relationships**

You will work closely with the following:

- Day to day contacts at prospective partners

## General information

<b>Location of role</b>	<p>This role is based in our London office. However, in line with our hybrid working practice, full-time staff members may choose to work up to three days per week from home. The other days will be primarily based in:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY</p>
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	<p>We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there are no alternatives.</p>
<b>Conflict of interests</b>	<p>You will be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.</p>
<b>Immigration, Asylum and Nationality Act 2006</b>	<p>You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.</p>