

## Job Description

### The merged charity

Breast Cancer Care and Breast Cancer Now have united to create one charity for everyone affected by breast cancer. From April 2019, we'll be the UK's first comprehensive breast cancer charity. From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

Together, we believe that, by 2050 everyone who develops breast cancer will live and receive the support they need to live well now.

<b>Job title</b>	Account Manager – Asda
<b>Directorate</b>	Fundraising
<b>Team</b>	Corporate Partnerships
<b>Job title of reporting manager</b>	Senior Partnerships Lead – Asda
<b>Job title(s) of direct reports</b>	n/a
<b>Document created (Month and Year)</b>	June 2019

### Overview of directorate

This role sits within the Fundraising Directorate which comprises of – Corporate Partnerships, Philanthropy, Community & Events, Supporter care & Individual giving, and Strategy & Insight.

The Corporate Partnerships team is a high-performing team of 20 exceptional individuals with a clear sense of purpose: to develop long-term partnerships which both raise money and contribute to tangible advances in breast cancer research and support. The team generates over £8m per year and has developed some of the highest profile and ground-breaking corporate/charity partnerships in the sector, including Asda (Tickled Pink), M&S, Dorothy Perkins, Racing Point Formula One team, Skechers, GHD and many others. Fashion Targets Breast Cancer (FTBC) and Breast Cancer Awareness Month (BCAM) are just two key campaigns that contribute to our success.

### Job purpose

- This is a maternity contract with a fixed term of 12 months.

- This role is of huge importance in the Asda partnership, leading on colleague engagement and partnership events, as well as providing a key role on commercial aspects of the partnership to support the new partnership strategy.
- Working with the Partnership Lead and the AD of Corporate Partnerships, you will engage Asda and internal colleagues in the delivery of this partnership at the same time as activating longer-term strategies.
- This role will be a day-to-day contact for the partnership and, although not formally line managing the Officers, will play a crucial role in oversight of their workload and support in delivery of key objectives.
- In addition to management of the Asda partnership, we would expect this role to liaise across the Corporate Partnerships team and wider organisation to share and take learnings from the whole portfolio of partnerships.

### **Key tasks and duties**

- Provide first-class account management for our partnership with Asda - our longest-standing and biggest corporate partnership, worth up to £5million a year– with principal responsibility for colleague engagement programs, commercial fundraising through product donations and delivery of key areas of strategic focus.
- Support the Partnership Lead in the development of the partnership, ensuring that we exceed expectations set out in our new partnership proposition.
- Oversee the income and expenditure budgets of key areas of responsibility, as well as advising the Partnership Lead on forecasting and budget-setting.
- Proactively identify opportunities and methods to increase partnership outputs (financial or strategic) in your key areas of focus.
- Build and facilitate strong relationships at all levels within Asda, ensuring that the business develops a strong relationship with the charity which transcends individual relationships
- Have oversight and responsibility for the digital partnership portal, working with internal teams to provide advanced notice of the information required.
- Guide and support the Account Officers in their work on grassroots activation for store fundraising.
- Build an internal profile so that you can influence key stakeholders and utilise their experience and/or seniority to support partnerships within your portfolio.
- Liaise with colleagues at Breast Cancer Care & Breast Cancer Now to ensure that we are utilizing internal experience and resource for immediate needs and future development of the partnership.
- 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 Care & Breast Cancer Now's database, to collect information for the organization
- 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:

- First-class account management on a multi-faceted partnership, either from the charity or business side of the partnership.
- Development of internal working groups, influencing and negotiating with teams of various seniority
- Experience of working with contacts across a partner's business to retain, grow and secure business
- Budget management across multiple income streams

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

- Commercial acumen demonstrated in the delivery of high-value CRM agreements
- Working in a fast paced, multi-faceted environment
- Impact measurement and reporting across both outputs and outcomes

### 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 prioritise and demonstrate a problem-solving approach
- Ability to adapt fundraising plans 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 partners' needs

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

- Think in a clear minded fashion and plan strategically for long term success

- 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 the corporate fundraising sector and the changing demands of partnerships

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

- An understanding of the Retail sector, its dependencies, risks and opportunities
- An understanding of corporate-charity competitor relationships and how these might impact the work we are trying to do with Asda.
- An awareness of the issues people affected by Breast Cancer can experience

<h2><b>Role Information</b></h2>
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## **Key internal working relationships**

You will work closely with the following:

- Corporate partnerships team, notably the Asda Partnership Lead, two Partnership Officers and the Assistant Director of Corporate Partnerships
- Public Health, Research and Services teams to deliver measureable and tangible impact reporting, as well as organising engagement visits.
- Clinical teams to harness their expertise in strategic development or messaging advice
- Fundraising teams to develop opportunity to cross-sell products and opportunities to further support of Breast Cancer Care & Breast Cancer Now
- Community and Volunteering teams to provide local support to Asda as part of our localisation strategy

## **Key external working relationships**

You will work closely with the following:

- Asda Community team for regular development of the partnership and day to day communications.
- Asda PR and Comms teams for messaging, primarily around BCAM and impact stats.

- Asda buyers to secure and negotiate on product lines.
- All other key Asda stakeholders as the partnership develops.

### General information

<b>Number of posts in the directorate</b>	150
<b>Number of posts in the team</b>	20
<b>Location of role</b>	Either one of the following: Ibex House, 42-47 Minories, London EC3N 1DY St James House, Vicar Lane, Sheffield S1 2EX
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Fixed term 12 month contract
<b>Medical research</b>	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.
<b>Conflict of interests</b>	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.
<b>Immigration, Asylum and Nationality Act 2006</b>	You should not have any restrictions on your eligibility to indefinitely work or reside in the UK.