

Role Profile

<p>Role Title: Corporate Partnerships Manager</p>	<p>Responsible to: Membership and Commercial Director</p>
<p>Department/Directorate: Membership and Commercial</p>	<p>Responsible for: N/A</p>
<p>Purpose of Role:</p> <p>To grow income to BVA through commercial partnerships and other fundraising activities.</p>	
<p>Key Responsibilities:</p> <p>The post-holder will manage the process of identifying, cultivating, delivering and stewarding mutually beneficial corporate partnerships across the veterinary industry.</p> <ul style="list-style-type: none"> • Develop and manage a comprehensive system for engaging and managing corporate prospects. • Proactively identify new opportunities for corporate support and new corporate prospects. • Review sponsorship materials and develop high-quality bespoke sponsorship packages and proposals. • Undertake due diligence on all prospective sponsors/supporters by working closely with the BVA Officer team to ensure we are aware of any potential issues and have a process with which to manage and minimise risk • Ensure sponsor relationships are well managed and stewarded with regular contact, updates and communication. • Liaise with sponsors to deliver and service benefits according to terms defined in the sponsorship contract; in particular to supervise and organise the marketing and PR benefits, by liaising with the appropriate departments. • Lead on the production of monthly management reports • Work with the Marketing team to develop and maintain up-to-date promotional materials for sponsors and corporate partners. • Lead on the launch and management of other fundraising initiatives, such as a BVA Donor Wall. 	

Finance and administration

- Manage budgets which will be set and agreed in liaison with the Membership and Commercial Director and Finance Director
- Prepare sponsorship contracts and letters of agreement for sponsors and donors.
- Draft all thank-you letters and other correspondence as required.
- Ensure that directors and senior officers are properly briefed and prepared for any meetings with prospects and sponsors.
- Undertake other tasks as necessary to contribute to the Membership and Commercial Directorate objectives.
- Provide timely reports on areas of responsibility.

Additional responsibilities

- Any other duties as may be reasonably expected and which are commensurate with the level of the post.

Scope of role

The scope of the Corporate Partnerships Manager role covers the creation of packages to deliver corporate partnerships, and the development and maintenance of those partnerships, to drive financial growth for BVA. There will also be some responsibility for other fundraising initiatives.

People

Internally, the role holder will work closely with the Membership and Commercial Director, the BVA Officer team, the Marketing team, and colleagues at BMJ. The role holder will also need to ensure the Director of Policy, Media and Strategy, the CEO, and others across BVA are kept informed and involved when necessary.

There will be significant relationship management with corporate partners on a day to day basis.

Initiative/innovation

The role holder will be expected to work under their own initiative and be innovative in the formation of corporate relationships and the creation of bespoke proposals.

A lot of the success with corporate partnerships is through relationships. These relationships will not be solely between the Corporate Partnerships Manager and the partner. Some of the most important relationships in the formation and development of a corporate partnership are

with those closest to the theme being explored and often at a senior level. The role holder will need to broadly understand the big issues in the veterinary profession and then bring the right people together in order to facilitate conversations at the right level to ensure progress is made.

The role holder will also need a creative approach to building proposals, understanding the different topics, channels, platforms, and audiences available to BVA.

Resources

The role holder will have responsibility for a reasonable marketing budget and the support of colleagues in the marketing team to help with the creation of collateral.

Influence/impact

The role of Corporate Partnerships Manager has the potential to make a significant impact to BVA through the development of a relatively new income stream and more modern approach to engagement with the commercial world. Progress is currently in the early stages and so the role holder has a lot of scope to shape future direction in this role.

Skills, knowledge, experience and behaviours	Essential	Desirable
Demonstrable and successful experience of corporate fundraising, including multi-year partnerships in range of 50K – 200K pa as well as more ad hoc sponsorship packages.	X	
Demonstrable experience of maximising opportunities from researching prospects to generating meetings, and securing income to achieve sales targets	X	
A strong understanding of corporate fundraising practices and principles, including risk management	X	
Experience of working for a membership body or charity		X
Outstanding relationship builder and networker both internally and externally, with excellent account management skills.	X	
Entrepreneurial and creative approach to fundraising	X	
Highly self-motivated	X	
Attention to detail	X	
Excellent influencing and negotiation skills	X	
Tactful and assertive, with the ability to communicate at all levels in a complex environment.	X	
A high level of practical and organisational skills	X	
Ability to work on your own initiative	X	
Good social skills	X	
Strong oral and written communication skills	X	
Ability to work as part of a team and to support colleagues	X	

Absolute discretion and ability to maintain confidentiality	X	
Willingness to learn new skills	X	
Ability to work in a changing and flexible organisation	X	
Qualifications		
Educated to degree level or equivalent	X	
Relevant fundraising qualifications, courses, training and memberships		X