

Sands Application Information

Strategic Partnerships Manager

July 2019

About Sands

Every day in the UK, 15 babies are stillborn or die shortly after birth.

Sands is the leading stillbirth and neonatal death charity and exists to reduce the number of babies dying and to support anyone affected by the death of a baby, before, during or shortly after birth.



Sands provides bereavement support services both nationally through its Freephone helpline, mobile app, online community and resources, as well as locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.



Sands works in partnership with professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.



Sands promotes improvements in practice and supports research to better understand the causes of baby deaths and save babies' lives.

Sands raises awareness of baby loss and works with governments, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Over the past 40 years, Sands has grown into a national charity with a powerful vision shared by dedicated volunteers, fundraisers, members, donors, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by over 40% since 2012 and, as part of the strategic plan to 2020, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit www.sands.org.uk

our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.

Join us and help create a world where fewer babies die.

Sands Staff Benefits

Annual leave

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

Employee Assistance Service

As part of its commitment to employee wellbeing, Sands offers independent, free and confidential counselling and information telephone service. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

Season ticket loan

Subject to qualifying criteria, Sands offers interest free loans to purchase season tickets for the journey between home and work.

Cycle to Work Scheme

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

Pension Scheme

Subject to eligibility, you will be automatically enrolled into the Aegon Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

My Work/Life Solutions Retail Discounts Scheme

All Sands staff have access to an online portal which offers hundreds of discounted shopping vouchers from major retailers including Sainsbury's, Thomas Cook, M+S plus many others.

Sands is a vibrant, growing charity!

Sands has grown its income by over 40% since 2012 and is focusing on long term growth, sustainability and success!

With a clear strategy to 2020, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment – making it an especially exciting time to join the charity!

About the role

Sands is recruiting a Strategic Partnerships Manager to spearhead the development of Sands' strategic partnerships. This includes strategically important companies, non-commercial organisations and relationships with high net worth individuals – connecting these partners with our strategic objectives and mission through a variety of means including financial support, skills sharing, consultancy, and access to key audiences and gifts in kind.

In this exciting and varied role, you will have responsibility for scoping and establishing key partnerships with external companies and organisations, including charity of the year opportunities, skills sharing, major gifts in kind and the marketing of Sands' consultancy services. You will also oversee the cultivation and establishment of Sands' nascent Trusts and foundations function and supporting a newly appointed Senior Trusts Fundraising officer.

The post-holder will need to have significant experience of building and managing complex and mutually beneficial corporate relationships. An excellent understanding of developing and managing the pipeline of prospective corporate partners is essential, as well as a real aptitude for business development and account management. Experience of cultivating HNWIs would be desirable but not essential, as would be some knowledge of Trusts fundraising.

With a high level of negotiation skills including a good understanding of budgets, you will have excellent verbal and written communication skills and be able to meet tight deadlines under pressure. Experience of community fundraising and supporting fundraisers is essential, as well as developing and maintaining positive relationships with supporters.

A real team player, you will have good people management skills and be able to effectively lead a small team.

With strong IT skills, you will have experience of using a fundraising database as well as demonstrating a highly flexible and pro-active approach.

This is a rewarding role which offers a fantastic opportunity to make a real difference to the work of Sands.

To apply:

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to recruitment@sands.org.uk. Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications **11th August 2019**

Interview Date: **21st August 2019**

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held at:** *Victoria Charity Centre, Ground Floor, 11 Belgrave Road, London, SW1V 1RB. Telephone: 020 7436 7940*

Job Description

Job Title:	Strategic Partnerships Manager
Responsible to:	Director of Income and Engagement
Location:	Sands Head Office, Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB
Contract:	Permanent
Salary:	£37,688 per annum plus £3,417 London Weighting per annum
Hours:	Full Time – 35 Hours per Week (Monday to Friday 9.30am – 5.30pm, with a 1 hour unpaid lunch break)

Purpose of role

A pivotal role within the income generation and engagement team, the Strategic Partnerships Manager role will lead on developing and managing large and or strategic commercial and non-commercial partnerships to further Sands core aims. This will be achieved by scoping and establishing key partnerships with companies and other organisations for mutual benefit and includes charity of the year opportunities, skills sharing, major gifts in kind and the marketing of Sands consultancy services and products.

Leading the Strategic Partnerships team, the role requires the ability to get into the DNA of a corporate partner and apply significant experience of building and managing financially strong and mutually beneficial corporate relationships with a good understanding of developing and managing pipelines, as well as a real aptitude for partnership management, complex negotiation, business development and account management.

Sands is an authority in bereavement support and it will be a key objective for this role to support the *Improving Bereavement Care* team to successfully market Sands consultancy, products and services to organisations across the commercial and non-commercial sectors.

The role will also oversee our portfolio of 30+ national, regional and local corporate partnerships and line manage the Community Partnerships Engagement Officer to maximise the opportunities these partnerships have to offer.

As part of the strategic partnerships remit and objective to establish a new income stream from Trusts and foundations, this role will line manage and oversee the work of the Senior Trusts Officer (supported by Trust fundraising consultancy) to establish a strong portfolio of Trust income.

This is a strategic role and will therefore work closely with the Director and Assistant Director of Income & Engagement to achieve the ambition of the new five year income and engagement strategy as well as have significant input into ongoing strategic development.

Key Responsibilities

Strategic and managerial responsibilities

- Develop innovative plans and strategies and tactics for identifying, cultivating, soliciting and stewarding a portfolio of corporate partners
- Directly support the Director and Assistant Director of Income and Engagement in identifying and developing innovative plans and strategies to develop commercial/non-commercial partner opportunities to further research and bereavement support opportunities as well as broader strategic income generation objectives
- Support the *Improvement Bereavement Care* team to market consultancy services and products to commercial and non-commercial organisations and help position Sands as a leader in bereavement support services in the workplace
- Complete quarterly reports and analysis on corporate partnerships, associated KPIs and budget against plans and forecasts.
- Horizon scan for new developments and insights into corporate giving and business sectoral trends, disseminate and apply learning to Sands context
- Line manage the Community Partnerships Engagement Officer and Senior Trusts Officer posts

Corporate fundraising development and account management

- Lead on account management of strategic and large partnerships
- Support the Community Partnerships Engagement Officer with providing excellent account management of Sands' smaller Charity of the Years and other Corporate Partners
- Work with Sands Board of Trustees to identify and develop opportunities
- Drive the development of a healthy pipeline of corporate fundraising products
- Oversee the corporate partnership activity/theme planning and that all corporate partners have a world class supporter experience
- Scope strategic opportunities by organisation and by sector, and provide regular reports
- Prepare and present proposals to potential corporates individually or as part of a team
- Maximise broader fundraising opportunities including events and sponsorship.
- Help to ensure that all unsolicited approaches from companies are responded to in a timely manner
- Develop relationships with current external stakeholders, and identify and cultivate relationships with new ones in a variety of ways including by phone, in writing and face to face meeting as appropriate.
- Advise and support Sands volunteer Groups with corporate opportunities and queries as required
- Proactively build strong relationships with internal stakeholders, involving them in an appropriate way to ensure long term positive outcomes
- Record and report on account management activity

Trusts and Foundations

- Oversee and support the Senior Trusts Officer and Trust consultancy in the management, development and stewardship of Trusts and foundations
- Ensure the Trusts pipeline and applications programme is delivered within set time frames

High Net Worth Individuals

- Support and cultivate giving among Sands' high value donors and fundraisers
- Provide stewardship and recognition
- Identify and develop strategic partnerships through contacts and influence of Sands HNWI's

Cross-team working

- Work closely with colleagues in the Income and Engagement Department to seize cross-team opportunities to increase income and awareness.
- Liaise with other Sands internal teams as necessary in the preparation of proposals, meetings, reports and communications to companies.
- Provide support to fundraising colleagues when needed to maintain excellent supporter experience

Maximising Fundraising Expertise

- Keep up to date with sector knowledge regarding corporate fundraising techniques, resources and donor trends and share knowledge with colleagues across Sands where relevant.
- Follow best fundraising regulations practice, and comply with relevant legislation.

General

- To undertake other duties as required by the Director and Assistant Director of Income and Engagement
- To work flexibly and proactively with other members of the team.
- To maintain confidentiality over personal information relating to staff.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in annual appraisal and personal development review.
- The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.
- Promote the Sands vision and values at all times.

Person Specification

Skills and Experience

Importance	Criteria	Assessment
Essential	Significant experience with proven expertise in account management and corporate partnerships management.	Application and interview
Desirable	Experience of developing, managing and stewarding a Trust portfolio	Application and interview
Desirable	Experience of cultivating and developing high net worth individuals	Application and interview
Essential	Demonstrable experience in planning all steps in corporate relationship management	Application and interview
Essential	Secured and/or managed partnerships who have generated in excess of £100,000 pa	Application and interview
Essential	Experience of working on a complex long strategic partnership with multiple objectives (financial/non-financial)	Application and interview
Essential	Experience developing and managing the pipeline of prospective corporate partners.	Application and interview
Essential	Experience of prospect research using a variety of tools and techniques	Application and interview
Essential	Knowledge of community fundraising and supporting fundraisers	Application and interview
Essential	Effective verbal communication both on the telephone and in person with trusts and companies	Application and interview
Essential	Ability to line manage and develop officer and senior officer posts in both partnerships and Trusts	Application and interview
Essential	Experience of developing and maintaining positive relationships with supporters	Application and interview
Essential	Strong IT skills including the use of basic software, and a fundraising database	Application and interview
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Desirable	Ability to understand a project budget	Application and interview
Desirable	Experience of working in a charity with a strong local group or branch structure	Application
Desirable	Experience of research using a variety of tools and techniques	Application & interview
Desirable	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application & Interview

Core Competencies

Importance	Criteria	Assessment
Essential	Effective verbal communication both on the telephone and in person	Application and interview
Essential	Ability to cope with demanding situations and work to tight deadlines	Application and interview
Essential	Good interpersonal skills including team working	Application and interview
Essential	Strong organisational skills	Application and interview
Essential	Good written and verbal skills with an enthusiasm for the job	Application and interview