



RECRUITMENT PACK

CORPORATE PARTNERSHIPS MANAGER



Used to swimming upstream? We have the ultimate challenge.

WaterAid is looking for a Corporate Partnerships Manager to play a vital role in our mission to transform lives with safe water, sanitation and hygiene in the world's poorest communities.

Working within the Corporate Partnerships Team, the Corporate Partnerships Manager will manage existing and new corporate partnerships designed to secure corporate donations, employee fundraising activity, fundraising products and commercial opportunities. The jobholder will proactively develop and manage partnerships, with ambition and innovation, and using all opportunities to ensure the very best stewardship and the highest engagement with WaterAid's work.

To be successful, you'll need to be able to communicate effectively at all levels, in writing, over the telephone and face to face. You'll also need to be able to prioritise effectively across multiple projects and with great attention to detail.

Apply online at jobs.wateraid.org

 **WaterAid**

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INTRODUCTION FROM THE DIRECTOR OF COMMUNICATIONS & FUNDRAISING

Hi,

Do you have fire in your belly and water in your heart? If – and only if – the answer is yes, then I urge you to read on.

There are 650 million reasons I need the very best change agents to drive WaterAid forward. Perhaps somebody like you. Because that daunting figure is the number of men, women and children who have yet to see, taste and enjoy the arrival of safe, clean water.

It's not an easy challenge. In fact, challenges don't come bigger than this.

We have a huge number of people to reach. We must stop a killer that steals more lives than malaria and AIDS – combined. Oh yes, and we want to finish the job by 2030.

It's a massive ask. Which is why we need people who won't settle for second best, people who can push us even further, people who won't stop until the fight is won.

WaterAid has been shaking up the industry for 30 years. If you can bring your talent to this role, you'll help to close our offices in 15 years and proudly state that we were the people who helped bring clean water to the world. And changed it forever.

I truly hope you are up to the challenge of a lifetime.



Marcus Missen
Director of Communications & Fundraising

ROLE DETAILS

PLACE OF WORK	47-49 Durham Street, London SE11 5JD
PAY BAND	D
SALARY	£33-37.5K, depending on skills and experience offered. Excellent benefits package
CONTRACT TYPE	Full-time, Permanent
REPORTS TO	Senior Corporate Partnerships Manager
MANAGES	Currently no line report but may manage volunteers
BUDGET RESPONSIBILITY	Responsible for the income and expenditure budgets for your partnerships
TRAVEL	The post involves travel within the UK and occasional visits accompanying supporters overseas

This role is part of the Corporate Partnerships Team within the Strategic Partnerships department. The team is responsible for developing and implementing WaterAid's corporate partnerships and fundraising strategies, supporting the wider goals of the Strategic Partnerships Department. This includes soliciting new and managing existing relationships designed to secure corporate donations, employee fundraising activity, fundraising products, commercial opportunities including cause-related marketing and mass participation events.

In developing new and existing partnerships the team also initiates dialogue and collaboration on Policy & Influencing, Advocacy and Technical service delivery.

JOB PURPOSE

Our Partnership Managers are responsible for managing a selection of our corporate partnerships and new ones as they are secured by the Business Development members of the team. It may also from time to time involve working with our Business Development team (within the Corporate Partnerships Team), which includes attending meetings, contributing to proposals, and being on pitch teams for new business to expand WaterAid's range and size of corporate supporters.

ACCOUNTABILITIES

Partnership management

- Responsible for the corporate partners you are assigned as Partnership Manager. This will involve proactively developing the partnership to reach its full potential, demonstrating ambition and innovation in your approach and a talent for spotting potential opportunities and influencing your contacts to create high quality partnerships
- Develop a strong knowledge of the company and the sector it sits within, in order to enable you to be an informed and respected stakeholder for the company concerned and in a strong position to manage the partnership in respect of its development as well as any ethical issues that arise..
- Create a bespoke development plan for your partnerships ensuring that this includes not only potential opportunities for development but also specific stewardship plans for key contacts within the company to ensure they are motivated and inspired by their partnership with WaterAid and that it is delivering on their objectives as well as those of WaterAid..
- Ensure that your partnerships are operating within the ethical policy of WaterAid. This means reviewing the ethical check for your partnerships at least every two years (or as required as circumstances dictate) For any partnership flagged as potentially high risk, comprehensive Q and As should be developed on foreseeable issues and circulated to relevant staff and updated as any issues arise which need addressing.
- Where partnerships involve more strategic elements (defined at WaterAid as non-fundraising policy based aspects such as considerations about how a company can improve its own performance in this area), liaise with WaterAid's Private Sector Advisor to ensure that appropriate advice can be provided.
- Proactively manage new and existing corporate partners, ensuring that each partner is appropriately supported and is reaching its full potential. Partnership activities may cover a wide variety of corporate fundraising streams including:
 - 1 Cause related marketing – requiring a thorough understanding of charity law and the contracts which are required for this type of partnership – including advising companies on this process and the legalities involved. Negotiate these contracts with the corporate partner before the start of fundraising activities.
 - 2 Employee fundraising – advising and supporting corporate partners with a range of activities appropriate to meet their needs, either for a UK or more global workforce.
 - 3 Restricted corporate donations –work with our country programme staff and regional teams to prepare high quality funding proposals and ensure clear reporting on all projects funded
- Work with the Business Development Team in conversations, developing proposals and being part of pitch teams to potential new corporate supporters, and take forward new partnerships once secured.
- When appropriate liaise closely with WaterAid's members (currently America, Canada, India, Sweden, Australia and Japan) where corporate partners have a presence in those countries, to ensure good co-ordination between our offices and when appropriate, support for the corporate partners regional presences.

ACCOUNTABILITIES

- Use all opportunities within WaterAid to ensure that your partnerships receive the very best stewardship possible and feel fully engaged with our work. This is likely to involve working closely with our Communications team, Digital Team, Voices from the Field staff based in Country Programmes and the Innovation and Strategy team for new products relevant to our audiences. Ensure that they are aware of other opportunities to link in to WaterAid such as our communications themes and specific activities such as World Water Day, World Toilet Day, major public facing activities and policy report launches etc.
- Help to raise the profile of WaterAid's corporate partnerships through activities such as entering your partnerships for awards and profiling them at conferences – presenting at these where appropriate.
- When appropriate organise and lead inspiring and well managed field visits for corporate partners to visit work funded in the field.
- Work with a range of contact types within the corporate partners, whether CEOs, Directors of CSR, Sustainability, Community or Directors of Regions or their teams. Also make presentations to larger groups of employees, engaging them either in an ongoing partnership or encouraging them to vote for us in a charity of the year type relationships.
- Where appropriate ensure senior level involvement in stewardship of the partnership, eg WaterAid's CEO or trustees.

General duties

- Represent the team as required on working groups to ensure that the corporate priorities and needs are represented and taken into account eg World Water Day, World Toilet Day etc.
- Ensure that all information added to the database is accurate and enables clear reports, stewardship activities and work plans to be pulled from it.
- Keep up to date with fundraising and other appropriate industry journals, as well as legal issues affecting corporate fundraising and developments in WaterAid's overseas programmes and relevant issues.
- Maintain a good knowledge of WaterAid's work, and liaise with other organisations and individuals to prepare and present information about WaterAid's work through face to face meetings, presentations etc.
- Undertake any other reasonable tasks within the Corporate Partnerships Team as requested by the Senior Corporate Partnerships Manager and the Team Leader.

**HELP US REACH
EVERYONE,
EVERYWHERE
BY 2030**



PERSON SPECIFICATION

Essential

- 1 Education to degree level OR to A level with significant other experience in relevant areas
- 2 Demonstrable experience of account management including proven experience of growing and developing accounts.
- 3 Experience of working with senior level contacts in companies.
- 4 Experience of making presentations to senior level contacts and / or large groups of employees.
- 5 Experience of writing high quality and engaging proposals and reports for a corporate audience.
- 6 Experience using a fundraising or customer database and producing marketing or similar analysis reports from the database.
- 7 Exceptional face to face interpersonal negotiating and persuasive skills, matched with sensitive diplomatic approach.
- 8 Responsive and a positive 'can-do' approach.
- 9 Assertiveness to ensure that deadlines are met, including managing other people's input.
- 10 Ability to think on feet and act proactively .
- 11 Able to forge effective working relationships with people at all levels inside and outside the organisation and across a range of industries and differing business cultures.
- 12 Ability to work flexibly, to manage varying competing priorities under your own initiative and meet strict deadlines.
- 13 Excellent verbal and written communication skills
- 14 Positive and flexible approach to working in a busy open plan office as part of a team.
- 15 Ability to work varied hours, including some evening and weekend commitments.
- 16 Commitment to WaterAid's stated values and working principles.

Desirable

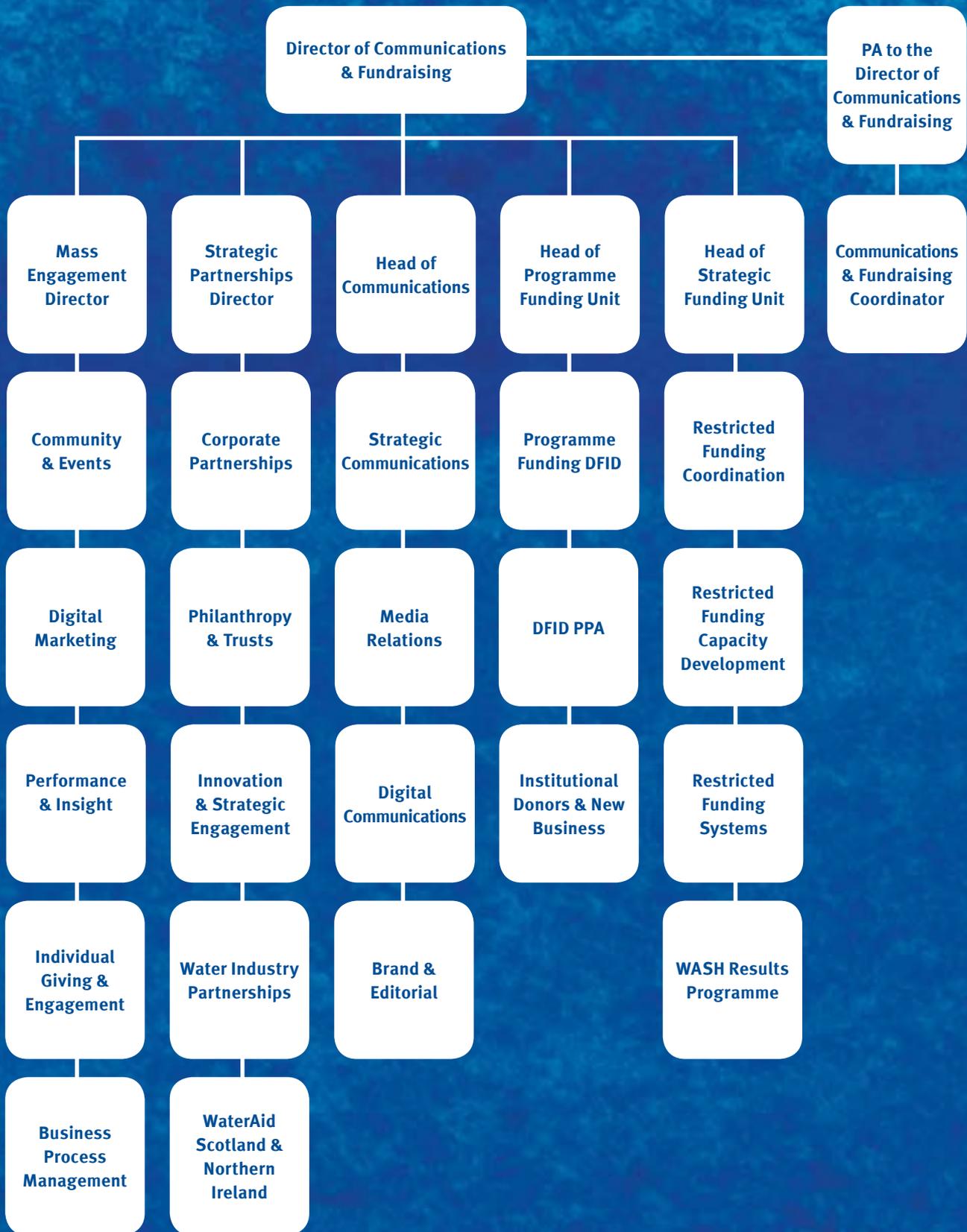
- 1 Experience of employee fundraising and cause-related marketing..
- 2 Experience of developing corporate accounts over £100,000.
- 3 Experience of new business generation
- 4 Knowledge of corporate social responsibility issues and how these apply to relationships with charities.
- 5 Knowledge of international development and understanding of overseas development issues.

WATERAID BENEFITS – AN OVERVIEW

- Pension contributions of 3%, 4%, or 5% double-matched by WaterAid at 6%, 8% or 10%, respectively. Individual pensions advice and annual review meetings. Currently able to contribute via salary sacrifice.
- 25 days' annual leave as standard, increasing to 27 after four years' service. Additional 1 day's leave over Christmas period.
- Travel season ticket loan scheme.
- 24/7 helpline for confidential counselling and lifestyle advice service.
- Travel health advice, wellbeing and a 24hr emergency line.
- Ability to apply for, on an annual basis, up to 5 days additional leave
- Tax-free bike with savings of over 30%.
- Reduced childcare costs through government-backed Childcare voucher scheme.
- Access to internal Learning Hub and in-house training programmes.
- Save as you Learn - savings of up to 42% on work-related external training courses.
- Free eye test (up to £25) and paid prescriptions (up to £70).
- Cashplan insurance that pays out when you incur medical costs.
- Give as you earn scheme.
- Family friendly policies that support you both at work and outside.
- 50% off food in 7000 restaurants nationwide (when you buy a Tastecard).
- Also available if London based: Lunchtime fitness programmes, discounted indoor climbing, and seasonal, mixed gender sports teams. 50% discount on onsite massages.



DIRECTORATE STRUCTURE



MOST PEOPLE ARE NOT UP TO THE CHALLENGE. ARE YOU?

To apply for this position visit jobs.wateraid.org



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[See our ambitious new global strategy](#)
wateraid.org/uk/who-we-are/our-strategy

[Hear from our employees](#)
youtube.com/watch?v=nxXvYq3kx-l

[Watch Grace's Story](#)
youtube.com/watch?v=wF_HlgnWEwU

[View our Annual Report](#)
wateraid.org/annualreportUK



WaterAid transforms lives by improving access to safe water, hygiene and sanitation in the world's poorest communities.

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