

Role: Corporate Partnership Manager	Directorate: Audiences & Support
Reports to: Head of Fundraising & Philanthropy	Pay Band/Starting Salary: Grade 5 Lower, £39,521 - £43,541 pro-rata, per annum
Location: Flexible, with HQ in Edinburgh	Type of Contract: 40 hours per week, Maternity Cover
Terms and conditions <ul style="list-style-type: none"> - The post is subject to the standard terms and conditions provided with the application pack 	

CONTEXT

The National Trust for Scotland is Scotland's leading conservation and membership charity dedicated to protecting and promoting Scotland's natural, cultural and built heritage. We care for historic sites, landscapes, and collections across the country, ensuring they are preserved and enjoyed by future generations.

The National Trust for Scotland is a fundraising charity with a successful and high performing fundraising team. 2023/24 continued our sustained philanthropic growth, raising £17million, against a target of £10.9 million. We see this as a positive step towards embedding fundraising in everything we do at the National Trust for Scotland. This is critical to enabling our charity to work towards our strategic objectives by delivering a stream of sustainable, flexible and strategically-focused income.

The Audiences & Support team exists to inspire visits to our places across Scotland, grow membership and drive donations to support our work.

PURPOSE OF THE ROLE

The wider purpose of the role is to help drive the National Trust for Scotland's ability to conserve Scotland's built and natural heritage under its care.

We have an ambitious strategy to set the direction of success for our centenary in 2031 and we are seeking an excellent Corporate Partnerships Manager (Maternity Cover) to ensure the continuance of excellent management for our current partners, and development of new strategic partnership and sponsorship opportunities for high profile events and campaigns. We work with corporate partners on both a commercial and cause led basis, our aim to ensure maximum benefit for all, especially Scotland's heritage.

The specific purpose of the role is to manage and develop existing corporate partnerships as well as creating new strategic partnership opportunities and seeking and securing sponsorship opportunities for high profile events and campaigns which drive our charity's ambition and mission. Partnership and sponsorship opportunities from significant corporate citizens who share our values, are fundamental to our future success driving innovation, promoting cross sector collaboration, maximising income, raising awareness of our charity and engaging and exciting current and new audiences.

You'll manage and build upon existing relationships with key external stakeholders to build confidence in our charity, strategic direction and funding pipeline. You'll oversee project and impact reporting for all key corporate partners and sponsors, gathering business critical insight that evidences value & impact and informs future practice.

You will work cross divisionally, with internal stakeholders including marketing, operations, retail and property teams to ensure a collective understanding of existing and new partnership opportunities and ensuring a shared and consistent approach to partnership stewardship and cultivation.

KEY RESPONSIBILITIES

- Working with the Head of Fundraising you will implement our corporate fundraising strategy to manage existing partnerships and create new partnership and sponsorship opportunities, achieving target, driving revenue and raising the overall brand profile for the Trust.
- Develop and oversee Corporate Membership programme, including external promotion of product, onboarding and management of new members, and maintenance through annual renewals
- Work closely and collaboratively with other members of the Fundraising team to ensure a coordinated and consistent approach to corporate fundraising activity.
- Work closely and collaboratively with other members of the A&S directorate (Marketing, Membership, Communications) to ensure positioning, brand, messaging, target audiences and activity is aligned and resourced adequately for each partnership.
- Build and maintain strong relationships across the Trust to ensure partnerships are fulfilled to the highest standard and funded projects run smoothly and efficiently through to completion, and impact reporting. Relationships with colleagues in Marketing and operational colleagues based at properties across Scotland are especially important.
- Monitor CSR/Corporate Responsibility issues in the media and keep up to date with professional fundraising associations and media regarding fundraising tools and skills development.
- Research and build ongoing insight for each partner and prospect to better understand their strategic priorities/key drivers, enabling enhanced relationship and outcomes
- Ensure due diligence and governance requirements are fulfilled in collaboration with the Head of Fundraising and support the CEO and Trustees to develop relationships with key organisations.
- Develop detailed, compelling and relevant funding proposals/concepts in collaboration with internal stakeholders
- Devise and deliver high quality, relevant stewardship and engagement programmes for all partners, using organisational networks and opportunities to optimise success
- Track, analyse and report on fundraising results in the Corporate field to measure, manage and report performance using agreed performance measures.
- Work closely with procurement, project and operations to ensure their capacity to approach prospects is maximised and they are kept fully up to date with our fundraising plans.
- Manage income from corporate supporters; ensuring donations are correctly allocated, funds drawn-down and spent to agreed timescales, progress and final impact reports sent to donors.
- Monitor and report on spend associated with activity ensuring the correct allocation of philanthropic funds and maintaining a close working relationship with finance colleagues.
- Maintain and enhance personal knowledge, skills and networks by playing an active role in the appropriate professional bodies.

SKILLS, KNOWLEDGE & EXPERIENCE

The above outlines the key skills the job holder will need to possess and exercise. In addition, either knowledge of or experience in the following is required:

Essential

- Demonstrable experience managing significant major gifts or sponsorships and sustaining a portfolio of fruitful relationships with donors

- Detailed knowledge and understanding of the corporate marketplace and trends in corporate giving and partnership –their interests, motivations, priorities, and different vehicles of giving
- Proven successful experience in corporate fundraising or a sales environment generating significant income with a track record of initiating and delivering strategic and successful corporate partnerships ideally valued in excess of £100,000
- Demonstrable experience in Account Management - creating persuasive, compelling and profitable fundraising relationships and proposals, and sustaining and growing a portfolio of fruitful relationships.
- Excellent presentation and negotiation skills including an engaging personal presence and an ability to exert positive influence.
- Ability to develop and maintain strong relationships, internally and externally
- First class written and oral communication skills
- Ability to engage colleagues in proposal development, especially Marketing and Operations
- A creative and strategic approach to partner cultivation and long term planning
- Ability to manage administration and time efficiently, work to deadlines and balance immediate and long term priorities
- Strong analytical skills, with the ability to summarise complex information with clarity, brevity and speed
- Sound financial acumen and good knowledge of UK charitable giving, data protection and taxation law as applies to fundraising, and the Fundraising Codes of Practice
- Experience of working in a results driven environment, delivering success against key targets
- A self-starter with an efficient and hard-working approach
- Competent user of Microsoft Office products and CRM systems
- A lively interest in and understanding of the National Trust for Scotland, and a passionate belief in its mission
- Flexible, with a willingness to work non-traditional hours and be available to travel in the UK
- A current valid driving licence for driving in the UK

Desirable

- Institute of Fundraising membership
- Experience of international fundraising

Workplace context

This role will be primarily based at the Edinburgh office (currently Hermiston Quay) and there is flexibility for hybrid working by arrangement, either from home or another Trust location. Regular travel (approx. once per week) to the Edinburgh office should be expected - for meetings and co-working sessions. Occasional travel to other Trust locations and other sites will be required. Note that as the Trust's properties are often in remote or rural locations where public transport may be limited, the ability and confidence to drive in the UK is desirable.

Hermiston Quay is an open plan office with workspaces spread over two floors linked by staircases and a lift. This role primarily works on the first floor.

The Key Responsibilities, Scope of Job, and Required Qualifications, Skills, Experience & Knowledge reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

Applications

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 27th October 2024

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean"