



LORD
MAYOR'S
APPEAL
CHARITY



**A Better
City for All**

Corporate Partnerships Manager TLMA (TLMA)

Job Title	Corporate Partnerships Manager
Salary	£35k - £42K depending on experience
Contract	Permanent
Location	Guildhall, London and home
Reporting to	Chief Executive Officer
Direct reports	Project and Office Administrator

OVERVIEW

TLMA aims to have a transformational impact on people's lives by bringing together businesses, neighbouring communities, employees, and charities to find solutions to some of London's most pressing societal issues. Our vision is to create **A Better City for All**, that is **Inclusive, Healthy, Skilled and Fair**, helping 1 million people thrive.

We do this by delivering programmes under our four key strategy areas; Inclusive, Healthy, Skilled and Fair, and through supporting inspirational charities who are delivering innovative solutions in these areas.

We are looking for an experienced, skilled and passionate Corporate Partnerships Manager to join our small and ambitious team and to lead our Corporate Partnerships.

This is an exciting senior role within our growing organisation, reporting directly into the CEO with exposure to C-suite corporate executives, Appeal Trustees and Advisory Board Members.

ROLE PURPOSE

This is a crucial role cultivating and stewarding long term, strategic relationships with one of TLMA's most important supporter groups, the corporate sector.

The main purpose of the role is to strengthen the financial and strategic support for the work of the Appeal from the corporate sector, through the effective stewardship of existing relationships and by securing new partnerships. Corporate partner income is the main source of TLMA's financial contributions to its beneficiary charities, each of which are key to it fulfilling its vision to create A Better City for All.

The Corporate Partnership Manager is also responsible for supporting the organisation's annual impact review process. This involves overseeing the production of the annual Impact Report and the annual Impact Reception.

MAIN RESPONSIBILITIES

Strategy & Planning

Develop and execute an annual Corporate Partners Plan that outlines how TLMA will maximise income and strategic impact from the corporate sector, through new business and existing relationships

Develop a corporate partner stewardship and communications plan that outlines how TLMA will maximise relationships with the corporate sector, in terms of the duration and value of relationships, through a variety of engagement opportunities and communications activities.

Contribute to the ongoing review and development of TLMA strategy

Support the development of the Appeal Case for Support, fundraising streams and propositions as necessary.

Fundraising

- Achieve annual corporate partner income targets, through a combination of new business and corporate partner renewal and upgrades
- Manage all aspects of new business development, including research and qualification, cultivation, approaches, contracting and onboarding
- Develop corporate partner cultivation activities, with support from Appeal colleagues
- Ensure the pipeline of prospective corporate partners is actively managed, with new prospects added on a regular basis
- Identify and secure opportunities for pro bono support and Gift in Kind.
- Develop, monitor and accurately forecast the corporate partner income and expenditure budgets

Key relationships

- Work closely with TLMA CEO, Trustees, Fundraising Board and TLMA Advisory Board, and the Lord Mayor to grow the portfolio of corporate partners
- Outstanding relationship management of the portfolio of corporate partnerships, delivering first class stewardship to increase engagement, value and longevity of support.
- Provide briefs for our key stakeholders for key meetings with prospects and partners
- Steward relationships with key decision-makers within corporate partners and prospects, liaising with Directors, CSR Managers and executives.
- Devise and implement stewardship plans, which ensure powerful and long-term relationships with corporate funders.
- Plan, co-ordinate and secure attendees for promotional engagement events
- Build positive and productive relationships with TLMA team and charity partners
- Work with the wider LMA team especially linking corporate partners with the LMA through leadership programmes including This is Me in the City, Power of Diversity & City Giving Day
- To identify and secure potential sponsorship opportunities for the Appeal Events portfolio and the Appeal in general.
- Oversee volunteers, interns and or interim staff to support the programme.

3. Communications

- Produce excellent presentations, proposals and reports as required for internal and external stakeholders.
- Develop the annual impact report, to ensure continued support by partner organisations and encourage other to join
- Develop the corporate partnerships communications plan, in collaboration with to maximize awareness, recruitment and impact
- Develop all comms to support and drive the Corporate Partners Programme initiative including newsletters, breakfast events, letters from the Lord Mayor, and website.
- Ability to engage and win people over, conveying complex ideas succinctly and persuasively.

4. Monitoring, measuring &, recording

- Ensure that corporate partner records are accurate and up to date on the TLMA database (e-tapestry).
- Maintaining good corporate partnership records and filing systems, inputting key information into the database and income spreadsheets
- Ensure that the corporate partnership records are updated by all members of the team so that relationships and comms with stakeholders are easily accessible to the wider team

5. Flexibility

- Support the Appeal Team to organise/resource cultivation events to engage prospects and build relationships with them as necessary
- Assist with event table sales as/when necessary and attend all Appeal events
- Undertake charity partner visits and partner/stakeholder meetings as necessary
- Support other tasks within the remit of the job may be required from time to time
- The job holder will be consulted about any proposed changes line management when required

Other

- Gain a full understanding of the strategic aims of TLMA in order to maximise opportunities and ultimately secure financial support and gifts in kind.
- Follow best practice in all aspects of fundraising and keep abreast of the latest developments in corporate fundraising.

General

- To work flexibly and collaboratively across the organisation to achieve organisational aims and objectives, gaining a full understanding of the strategic aims of TLMA to maximise opportunities
- Willing to work occasional mornings and evenings (outside of core hours) to support on Fundraising events
- Support the Senior Programme Manager and CEO as required with additional tasks as required
- To work within TLMAs policies and procedures

PERSON SPECIFICATION

SKILLS	Essential or Desirable
Excellent skills to ensure a varied portfolio of complex projects are delivered on time and to budget	Essential
Excellent stakeholder management and interpersonal skills to develop positive and effective relationships with a variety of stakeholders, including businesses, C-Suite executives, and charity partners	Essential
Excellent communication and presentation skills, verbal and written, and ability to tailor communications to diverse audiences	Essential
Ability to think and plan strategically to achieve successful corporate partnerships and organisational outcomes	Essential
Excellent organisational and prioritisation skills and ability to effectively manage competing demands and tight deadlines	Essential
Excellent new business skills to research, identify and secure new corporate partners	Essential
Excellent stewardship skills to implement and follow a tailored stewardship plan for each corporate partner	
Strong budget management skills	Essential
EXPERIENCE	
Proven track record in securing and developing high value (6 figure) corporate	Essential

partnerships	
Experience of building and maintaining successful relationships with a variety of stakeholders, including businesses	Essential
Experience of delivering and managing successful events	Essential
Experience of developing content and resources for a corporate audience	Essential
Experience of managing non-direct reports and working collaboratively to achieve outcomes	Essential
KNOWLEDGE	
Knowledge of different approaches to impact measurement within charity sector	Desirable
Understanding of the City of London and its' institutions	Desirable
CORE BEHAVIOURS	
Supporting: Displays the ability to respond constructively to feedback, listens carefully and presents themselves professionally	
Resilience: Demonstrates determination, resilience and drive and ability to learn from mistakes to create new solutions	
Taking responsibility: Demonstrates the ability to take responsibility and ownership of areas of work and decisions made	
Solving problems: Demonstrates ability to work on own initiative and solve problems	
Empathy: Proven track record in being responsive to stakeholders needs, listening and valuing their input to build effective relationships	
Working as part of a team: Displays self-awareness and emotional intelligence to work effectively and collaboratively as a team, contributing ideas and assisting colleagues outside of own remit when possible	
EMPLOYEE BENEFITS	
<p>Holiday Entitlement 25 days of paid holiday per year plus bank holidays.</p> <p>Flexible working TLMA is committed to ensuring our team have a good work-life balance and offers a flexible working environment, including working from home days.</p> <p>Learning & Development We are committed to supporting the learning & development of our team through a variety of methods including coaching, mentoring, training and developing individual learning & development plans.</p> <p>Workplace Pension Scheme Automatic enrollment to workplace pension scheme with 4% employer contribution.</p> <p>Season Ticket Loan Available from start of employment.</p> <p>Mental Health First Aiders We take the wellbeing of our team seriously and have trained Mental Health First Aiders who are available to support colleagues. We also run regular wellbeing sessions and signpost to additional support.</p>	
TO APPLY	
<p>The closing date for this role is Monday 22nd November at 9.00am.</p> <p>To apply for this role, please submit a CV and Covering Letter, no more than two pages each, outlining how you meet the person specification and send to. Please reference the position applied for in the subject line.</p>	

First round interviews will be held during the week of 29th November over zoom. Unfortunately, we are unable give feedback to applicants not shortlisted for interviews.

If you have any questions about the role, please contact Caroline Wright

Caroline.Wright@thelordmayorsappeal.org

Agreed by: Caroline Wright, CEO

Date: 1 November 2021