

Job Description

Corporate Partnerships Officer

Hours of work: 35 hours per week (flexible in how worked)

Type of contract: Permanent

Based at: Any BBOWT Office with travel to other sites as required. Hybrid working available.

Croner rank: 5

Job Purpose

Corporate partnerships is a strategically important and growing income stream for the Trust. This role is responsible for supporting the growth, engagement and retention of corporate supporters through the delivery of high-quality partnership activities, events and experiences, stewardship of the Investors in Wildlife corporate membership programme; cultivation of new business partnerships; and the development of opportunities to create commercial income and long-term support for the Trust.

Reporting Line

The post holder reports to the Strategic Partnerships Manager

Key Responsibilities

Investors in Wildlife Corporate Membership Scheme

- Lead the day-to-day management & delivery of the corporate memberships scheme
- Develop and implement membership recruitment, engagement and retention plans
- Maintain strong relationships with corporate members, ensuring a high-level of supporter care and satisfaction
- Monitor membership performance, renewal rates and engagement levels, implementing improvements where necessary

Corporate Partner Stewardship

- Manage day-to-day relationships with corporate supporters, delivering effective communications, stewardship and impact reporting
- Identify opportunities to deepen engagement and develop strategic partnerships.
- Coordinate partnership activity across BBOWT, ensuring effective collaboration and delivery
- Lead the promotion of BBOWT's corporate membership programmes, partnerships and campaigns through business networks and corporate communications, including the creation and distribution of newsletters, case studies, impact reports, supporter updates and promotional content
- Monitor partner satisfaction and use feedback to continuously improve BBOWT's corporate offer

Business Engagement & Events

- Develop and deliver a programme of networking events, volunteering and engagement opportunities for corporate members and partners
- Lead the planning, coordination and delivery of BBOWT's corporate volunteering programme, including Wild Work Days
- Increase the range and volume of employee engagement opportunities available to corporate supporters. Monitor participation, feedback and impact of all activities

Business Development Support

- Support development of proposals and presentations for prospective partners
- Identify opportunities for existing corporate supporters to deepen their engagement
- Monitor and manage incoming enquiries and maintain an active pipeline of membership prospects and partnership opportunities

Other

- Maintain accurate records of all corporate engagement activities & implement metrics to monitor, engagement, participation, return on investment, income projections
- Prepare progress and analytical reports as required
- Maintain awareness and market intelligence on both current and future trends in corporate/commercial partnerships within the charity and environmental sectors
- Represent the Trust in a professional manner and to act at all times in a manner which will not damage its reputation
- Incorporate BBOWT values and behaviours into day to day working practice
- Ensure compliance with all aspects of the Charities Act, Charity Code of Conduct, GDPR and guidance from the Fundraising Regulator and Chartered Institute of Fundraising
- Any other duties as delegated by the Chief Executive

Person Specification

- Significant knowledge and skills in relationship management, fundraising, customer engagement and/or partnership delivery
- Able to understand and respond effectively to the needs, priorities and expectations of a corporate, commercial or business organisation and stakeholders
- Able to build and maintain positive, constructive relationships with a diverse range of people, using effective collaboration skills to achieve beneficial outcomes
- Strong organisational skills and ability to manage multiple projects simultaneously
- Significant knowledge and skills in coordinating events, activities or stakeholder engagement programmes
- Excellent interpersonal skills and confident communicator – both written and oral
- Advanced competency in Microsoft 365 applications and confidence in adopting and using new technologies
- Skills in using CRM systems, website content management, email marketing/newsletter platforms, digital engagement tools and other business applications
- Ability and willingness to demonstrate the BBOWT behaviours and values
- Current UK valid, manual car driving licence and willingness to drive Events van on occasion

Measurements Of Success

- Increased income from corporate partners via corporate membership scheme and strategic corporate partnerships
- Improved membership retention and renewal rates
- Increased participation in Wild Work Days and other employee engagement opportunities
- Delivery of a programme of corporate engagement events and activities
- Positive feedback from corporate supporters
- Increased pipeline of prospective supporters