

## CORPORATE BUSINESS DEVELOPMENT MANAGER

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| <b>Duration:</b>         | Permanent  |
| <b>Salary:</b>           | Circa £42,000 per annum  |
| <b>Job Level:</b>        | 4  |
| <b>Hours:</b>            | 35 hours per week. Other flexible arrangements will be considered. |
| <b>Disclosure Level:</b> | Basic. This role involves some indirect work with children.        |
| <b>Team:</b>             | Corporate Business Development                                     |
| <b>Reports to:</b>       | Business Development Lead  |
| <b>Location:</b>         | Working from home and at 1 Westfield Avenue, London E20 1HZ.       |

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

### ABOUT THE TEAM

The Partnerships and Philanthropy Directorate oversees the fundraising efforts with individual philanthropists, corporates, foundations & trusts and sports partnerships, inclusive of fundraising activity in Scotland. The Directorate is responsible for raising funding from non-statutory sources in the UK, to deliver change for children in the UK and across the world.

The Corporate Partnerships Team has achieved significant growth in recent years, securing, retaining and growing major six, seven and eight figure partnerships with private companies. The team collectively manages outreach and account management with both UK and global corporate partners.

### ABOUT THE ROLE

The role of Corporate Business Development Manager leads approaches and negotiations to secure long-term, (mutually beneficial) six and seven figure corporate partnerships, in line with UNICEF UK's Business Development strategy and to deliver against a personal income target.

### What we will expect you to achieve

- Developing and implementing successful business sector strategies.
- Identify, cultivate, negotiate and ultimately secure long term, mutually beneficial six and seven figure corporate partnerships, in line with UNICEF UK's Business Development strategy. This will require working to agreed income targets (c.£750k) focusing on partnerships (new and/or cold) with a value of £250k+ per annum.
- Working collaboratively as part of the Corporate Partnerships team, contributing to the wider team strategy, pitches, proposals, monthly pipeline reporting and accounting, reforecasts, contracts and additional tasks as required.
- Research and attend appropriate networking events and conferences to generate new business leads and effectively convert those leads or engagements (with senior level corporate influencers) into securing long-term into high value partnerships.
- Network and build strong, effective working relationships across UNICEF UK, UNICEF International country offices, their fundraising departments and the wider UNICEF family, to aid delivery of the UNICEF UK Corporate Partnerships team strategy. This will include co-

ordinating approaches to national and international companies with UNICEF offices in New York and Geneva.

- Develop compelling proposals and presentations for prospective new partners, that align with their core business/CSR objectives, leading meetings with a range of corporate contacts.
- Work within UNICEF's International and UNICEF UK's screening policy and processes for corporate partnerships, to effectively negotiate and screen UK, international and global partnerships for UNICEF UK. This includes managing the contracting process.
- When required, be the Business Development Team focal point for key cross-organisational projects (e.g. Soccer Aid) to help prospect and secure new corporate income for the campaign.
- Collaborate with fundraising departments in UNICEF UK and in other UNICEF offices globally, to co-ordinate approaches to national and international companies including UNICEF in New York and Geneva.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

## BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

### Effective behaviours

- Supporter driven and mission aligned
  - Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child
- Communication
  - Conveys complex ideas and messages using a variety of methods to engage an audience and win understanding and support
- Negotiating and influencing
  - Using a range of approaches to gain commitment. Ability to operate and negotiate with confidence with new and existing contacts at a senior level
- Resilient
  - Understands there may be setbacks in the role and is able to remain positive and solutions focused to drive change for children
- Results focused
  - Prioritises work that will have the greatest impact on agreed aims and anticipates challenges that could impact delivery targets. Responds flexibly to unforeseen events to minimise any negative impacts

### Relevant experience

- Clear experience of corporate fundraising, including a track record of managing the full life cycle (end-to-end) of the business development process and delivering 6-figure new business partnerships (ideally multiple partnerships).
- Strategic and tactical fundraising planning in a UK charity setting, including executing a team corporate fundraising strategy.
- Strong evidence of proposal development, 'pitching' and negotiation skills, prospecting, and effective stewardship of prospects.
- Experience building and managing a pipeline and managing and monitoring budgets.
- Experience of working collaboratively with diverse stakeholders (internal & external) on cross-organisational projects.

### Specific knowledge and skills

- Knowledge of current trends and innovations in corporate fundraising, including an understanding of UK CSR and ESG trends.
- Knowledge of CRM systems (Salesforce), processes, and practical approaches to create a supporter orientated culture.
- Detailed understanding of corporate responsibility, plus strong commercial understanding including the value of Intellectual Property and Trademarks.
- An awareness and appreciation of Code of Fundraising practices in the UK.