

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Business Development Manager – Brand Partnerships	PAY BAND:
FUNCTION:	Fundraising, Brand & Marketing	Support Delivering
THE TEAM:	Corporate Partnerships sits within the wider fundraising directorate and is responsible for developing strategic, high-value partnerships that enable the Trust to achieve our mission	Specialist/Managerial Technical Lead/Function Head Senior Leadership Team

WHERE YOU WILL FIT

Director of Corporate Partnerships	Senior Head of Business Development	Head of Business Development (Consumer & Leisure)	Business Development Manager
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

This exciting role sits within The King's Trust Business Development team, who are proudly driving some of the most innovative commercial campaigns, cause-related marketing and fundraising products within the charity sector. Your role is crucial to the long-term growth of our income, which supports young people across all The King's Trust programmes. It also supports our strategic objectives to reach and engage more young people and deliver truly impactful fundraising alongside new brand partners.

WHAT WILL YOU DO?

-  Secure six-figure strategic brand partnerships from the consumer and leisure sectors.
-  Work closely with the youth marketing team and commercial team, focusing on generating new commercial income from prospective brands and champion the brand partnership strategy across the Business Development team.
-  Working with the Head of Business Development, you will drive support from volunteers and senior leaders to develop your pipeline of prospective brands and create engagement opportunities to bring new partners on board.
-  Develop excellent external relationships with businesses, particularly brand, marketing and advertising agencies and respond to agency briefs around brand partnerships when required.
-  Successfully develop visual and creative presentations and proposals using a range of creative software and platforms that inspire new brand partnerships.
-  Develop relationships with key stakeholders across The King's Trust to ensure you are up to date with the varied programme activity and key priorities to strategically align with prospective partnerships.
-  Encourage engagement of prospective partners with our work through effective cultivation plans, utilising our existing campaigns and events, and coordinating and delivering bespoke cultivation activity.
-  Seek out new opportunities to drive income and keep up to date with market trends to identify opportunities.
-  Manage a pipeline of 30+ prospective partners and undertake pipeline health-checks monthly to ensure comprehensive analysis of new business activity with a rolling 24-month approach.
-  To maintain an accurate forecast and action records on our Fundraising CRM per the Data Protection Regulations.
-  Responsible for actively contributing to an equitable, diverse and inclusive workplace.

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Excellent relationship management and communication skills, with the ability to relate to people at all levels.	To build strong relationships, influence and sell opportunities effectively.
Strong understanding of the key drivers for business, and commercial marketing and buying teams within the wider economic context.	To influence and sell opportunities effectively.
Excellent written and verbal communication skills, with experience in presenting to external audiences and preparing high-quality written reports	To be able to convert new opportunities promptly and ensure all aspects of a partner's commitment are met on time
Good influencing skills, with the ability to both influence new prospects and manage partner expectations through their campaign journey	
A good understanding of customer service and/or client relationship management	To support the account management team in engaging their partners with sponsorship opportunities alongside core partnership commitments
Ability to analyse market trends and identify new partnership opportunities	To ensure you proactively seek out opportunities in line with the external environment
Confidence in using creative software and presentation platforms (e.g. PowerPoint, Canva, Adobe, etc.)	To successfully develop compelling presentations and proposals that inspire partners
Experience	Why do we need this?
Winning multi-faceted, multi-year partnerships of £100K+ in value. (including commercial)	To demonstrate you can independently secure significant new partnerships.
Managing a portfolio of prospects in a target-driven environment	To prioritise and successfully manage as many as 30 prospects at any given time.
Effectively using a database to accurately forecast and record actions	To keep our records accurate, up to date and useful for reporting
Experience in commercial and sponsorship proposition development, pitching and negotiation within the charity-to-business environment or equivalent in the private sector	To enhance our fundraising potential.
Experience of working collaboratively across multiple teams	To deliver integrated partnership activity and achieve maximum impact

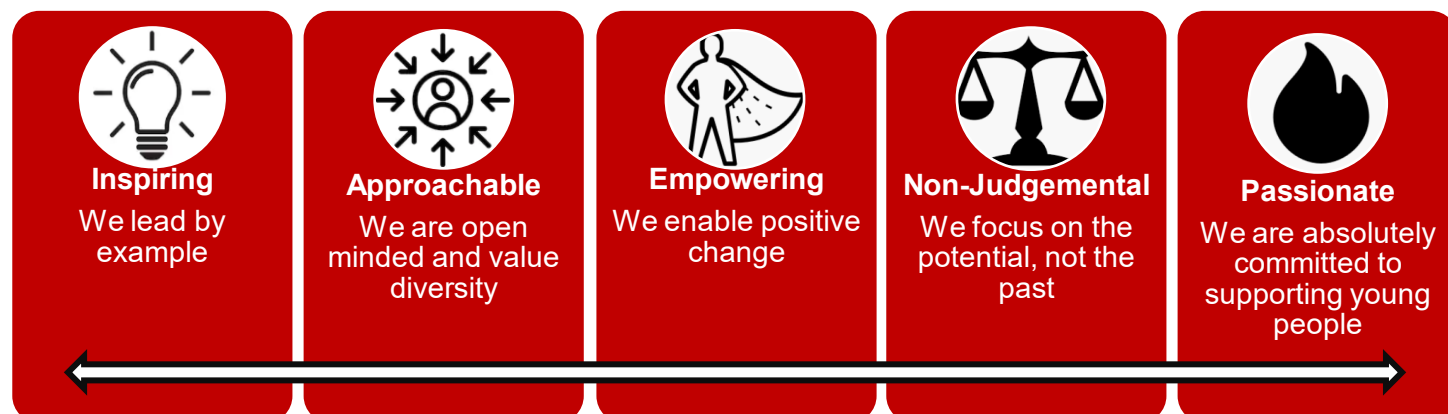
WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience working within the media, sponsorship or advertising industry	To talk confidently and knowledgeably about our fundraising products and initiatives, and how they meet the objectives of partners
Experience working for a national/global brand in a sponsorship or partnership role	To understand brand objectives and how our assets can support these
Experience in pitching, selling and implementing campaigns	To add confidence in designing and delivering end-to-end partnership activity
Experience using a range of platforms and creative software to develop visual pitches and materials.	To push the creative boundaries of how we present The King's Trust to prospective partners.
Skills & Knowledge	Why do we need this?
Knowledge of digital marketing and how brand partnerships can activate across social, content and experiential channels.	To ensure partnerships maximise reach and impact in modern, digital-first environments

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through a passion for what we do</p> <p>You keep young people and our end goal in mind</p> <p>You build trust in others through reliability and holding self-accountable for success</p> <p>Resilient in the face of challenges, not taking constructive criticism personally</p> <p>You're authentic and bring unique talents to work, encouraging others to do the same</p> <p>You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities</p> <p>You take an entrepreneurial approach to improving how we do things</p> <p>You seek opportunities to enhance your own development and build expertise</p> <p>You role model a positive and constructive approach to giving & receiving feedback</p> <p>You support others in adapting to change</p>	<p>You're approachable, clear and assertive</p> <p>You cascade important and relevant information to others clearly and swiftly</p> <p>You treat people as individuals, tailoring communication and influencing style accordingly</p> <p>You communicate difficult messages and challenge others' thinking effectively</p> <p>You listen to and empathise with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues</p> <p>You manage the expectations of others, gaining buy-in where required</p> <p>You share knowledge and information</p> <p>You build and invest in relationships across The Trust</p> <p>You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans & targets</p> <p>You take responsibility for making and implementing logical, data-based decisions</p> <p>You're flexible and responsive as priorities and requirements change</p> <p>You seek solutions and solve problems, empowering others to do the same</p>

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.