

## Friends of the Earth – Job Description

<b>Job title</b>	Corporate Partnerships Officer
<b>Reporting to</b>	Corporate Partnerships Manager
<b>Team</b>	Major Partnerships
<b>Career stage</b>	D
<b>Line management</b>	N/A
<b>Location</b>	<p><i>Office locations are: London, Brighton, Bristol, Birmingham, Leeds, Belfast, Cardiff, Manchester</i></p> <p><i>Our staff are currently working from home and therefore we can offer flexibility on location. However, the successful candidate must be able to meet at an office location when circumstances allow</i></p>

### **Purpose of the role**

The Corporate Partnerships Officer will work with the Corporate Partnerships Manager to nurture and increase the value and impact of the Friends of the Earth corporate partnerships programme, including the flagship partnership with People’s Postcode Lottery (PPL).

With a focus on account management, influencing at all levels of seniority, and relationship stewardship, the post holder will develop and manage partnerships with a network of like-minded businesses. Using the insight and influence of businesses, the role will deliver positive change through powerful collaborations. Utilising the strengths of business partners and developing mutually beneficial activities, the role will generate income for and awareness of Friends of the Earth campaigns.

The post holder will contribute to setting the strategic agenda for the next phase of growth and take responsibility for implementing it across several partnerships. They will work across all departments in Friends of the Earth to further embed corporate partnerships within the campaign portfolio.

### **Key responsibilities and tasks**

#### **Account Management**

- Be responsible for managing a roster of strategic partnerships with particular emphasis on the flagship partnership with PPL. Approximately 50% of your time will be spent on the PPL account.
- Coordinate a range of internal and external stakeholders to deliver mutually beneficial partnerships that raise income and the profile for Friends of Earth.
- Lead the cross-organisation PPL working group, take responsibility for delivering key relationship obligations, for example, creating promotional videos, impact reporting, grant applications, quarterly communications plans, organising project visits, presentations to key individuals, etc.
- Take ownership of existing affiliate marketing relationships, including Triodos Bank, Good Energy and Ecotricity and several other established partnerships.
- Assess opportunities with existing partners. Manage time and resource to ensure partnerships are delivering against organisational strategic objectives effectively and efficiently.

- Showcase a well-rounded knowledge of key sustainability issues and trends within the private sector.

### **Marketing and Project Management**

- Project manage integrated marketing campaigns by working closely with the marketing, campaigns, and creative teams internally and externally.
- Create and deliver communication plans for current and prospective partners to increase brand awareness, raise income and bolster supporter acquisition.
- Swiftly understand the aims and objectives of partners and respond with ideas and activities that support Friends of the Earth's campaign agenda.

### **New Business**

- With assistance from the Supporter Care team, assess and respond to enquiries from businesses that want to partner/campaign with/fundraise for Friends of the Earth. Approximately 10% of your time will be spent on new business.
- Attend and lead meetings with current and prospective partners. Sell ideas, produce funding applications, lead partnership pitches, and produce logo licence agreements and partnership MOUs.
- Work with the team assistant to ensure accurate recording of income, expenditure and contact information. Delegate appropriate tasks, such as due diligence scoping for potential corporate partners.
- Stewardship and networking to build business contacts (e.g. at brand conferences or ethical awards events).

### **General**

- Contribute to the development and implementation of strategy.
- Work with the Corporate Partnerships Manager and the finance team to update monthly income and expenditure forecasts.
- Be proactive in taking responsibility for identifying personal and professional development needs.
- Support the coordination of the CEO and SLT members for corporate partner meetings.

***You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.***

## **Person specification**

### **Essential:**

- Experience of account managing partnerships between private, public, or third sector organisations.
- Able to build effective and trusting relationships and manage expectations.
- Able to demonstrate a sound understanding of sustainability, corporate fundraising, and mutually beneficial partnerships.

- Proven experience of working cross-departmentally to deliver the marketing and reporting objectives of charity/business partnerships.
- Excellent written and verbal communication skills. Previous experience of writing high value proposals and reports.
- Highly organised, motivated, and effective self-starter who uses initiative and works creatively on their own or as part of a team.
- Strong networking and advocacy skills. Able to ‘fly the flag’ internally and externally.
- Proficient in prioritising workload. Able to juggle competing demands and make effective decisions that deliver maximum impact.

**Desirable**

- Experience of working in or with the not-for-profit ethical, purpose-driven business sector.
- A knowledge of environmental sustainability and the main issues with respect to businesses.
- Experience of working within a campaigning organisation or context.
- Experience of coordinating, social media and/or influencer marketing campaigns.
- Experience of writing copy, press releases and digital content.
- Experience and knowledge of external networking events.

<b>Date approved</b>	<b>October 2020</b>
<b>Date reviewed</b>	<b>October 2020</b>

*This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.*

*The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.*

**\*\* Please note that we have made a temporary variation to all employee's terms of employment in relation to working hours. This is effective from 1st September 2020 until 31st January 2021. The hours of this role would temporarily reduce from 35 to 28 hours per week and the salary amended to reflect these changes.**