



Director of
Partnerships



Welcome

Thank you for your interest in becoming our Director of Partnerships at British Red Cross. The British Red Cross is a genuinely inspiring place to work and this is a significant and strategic role that offers substantial scope to deliver true impact.

Partners of the British Red Cross don't just help raise money for charity. They can change the lives of people in crisis forever. We already work with some of the country's best known brands and these partnerships help more than a million people in the UK every year. This includes support in emergencies, help for refugees, first aid training and more. Each partnership is unique, and we take pride in the depth and quality of these relationships.

We are now seeking an outstanding leader to join our ambitious team to lead and grow our work in this important area. We believe there is enormous potential, driving forward innovative ways of engaging new and existing partners to deliver our lifesaving work and to build our profile as the partner of choice for organisations looking to strengthen their own impact. As our Director of Partnerships, you will be integral in developing our partnerships strategy and, with your team, promoting this across the organisation to inspire and motivate everyone to embed partnerships in their own work.

In our 150th year and with a new corporate strategy, this is an exciting time to join us and working closely with me and other senior colleagues you will identify and deliver even greater cause aligned partnerships of significant scale and reach.

You will be an exceptional relationship manager with a strong track record of delivering high value, long standing, meaningful partnerships. You will care deeply about our work and the impact we can create for people in crisis and you will be skilled at inspiring people behind a vision and creating opportunities for people to engage. Regardless of your sector background, you will bring a proven track record of securing six and seven figure strategic partnerships along with the ability to communicate and influence across a large and complex organisation.

We believe this is an incredible opportunity to lead a team whose work will help transform the lives of millions of people in crisis around the world. Our partners are truly that, and we are looking to you to deliver and exciting and transformational growth area of our work. If you think you have the personal commitment, passion and experience to do this, I look forward to hearing from you.

Paul Amadi, Chief Supporter Officer



About The British Red Cross

Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis. We are part of a global voluntary network, responding to conflicts, natural disasters and individual emergencies. From hiring a wheelchair or dealing with loneliness, to adjusting to life in a new country - we're there when people need us.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. Within the UK, the British Red Cross operates through about 3500 staff and over 20,000 volunteers.

The British Red Cross is part of the International Red Cross and Red Crescent Movement with millions of members and volunteers in 191 countries.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.



Role Profile

Role title	Director of Partnerships
Accountable to	Chief Supporter Officer
Direct reports	5
Indirect reports	30+

Role Purpose

The purpose of the role is to enable the implementation of BRC's 2030 corporate strategy, by developing and leading BRC's partnerships strategy, with the aim of growing income from corporate and institutional funders for BRC's three identified cause areas. To achieve this purpose, the role will seek to embed and enable effective cross organisation and cross directorate working to maximise income.

BRC has a track record of delivering high-level strategic partnerships with a reputation of excellent accountability and programme delivery and we believe there is potential to grow this income stream even further. A key focus for the role is to build on success to date to grow BRC's profile as a partner of choice and introduce our work to new partners.

The Director of Partnerships will work closely with the Chief Supporter Officer, Chief Executive, Board of Trustees and other senior stakeholders to identify, create and manage cause aligned partnerships of significant scale and reach. The post holder will be a highly skilled and experienced relationship manager, who will maintain strategic oversight of the partnerships pipeline and relationships whilst supporting the team in maximising the potential of theirs.

Together with their team they will develop the partnerships strategy and play a leading role in advocating and promoting the partnerships agenda both internally and externally to maximise all opportunities and grow income. Working across the organisation the Director of Partnerships will embed cause related fundraising to ensure that all fundraising income streams have compelling cases for support, impact data and stories to inspire donors and prospects, reaching new audiences and ensuring BRC's position as a charity of choice.



Main Responsibilities

Stakeholder relationships

- Work with Board of Trustees and senior organisational stakeholders to identify and access new partners, (thereby building the prospect pipeline), and to maintain existing partnerships; and direct/support them in the roles they need to play in order to maximise their impact in developing partnerships.
- Scope the potential for developing a partnerships board/forum to accelerate pipeline development and encourage deeper engagement with the organisation.
- Cultivate strong long-term relationships with BRC's most significant corporate partners and institutional funders.
- Work with the team to build a balanced portfolio of partners delivering a mix of income, brand awareness and advocacy/campaign support.
- Work closely with BRC's Executive Leadership Team, to develop an organisational culture of partnerships that ensures the cross-organisational commitment and support required for its success.
- Build strong networks internally and externally to promote BRC's partnerships agenda.
- To work with Fundraising DMT peers to understand the interdependencies between partnership income and other high value income streams and how that impacts on relationship management and prioritisation.
- Strategic development and delivery.
- Develop and lead delivery of the partnerships strategy, setting ambitious income targets and clear milestones across the partnerships function. Deliver regular reporting against targets and objectives – ensuring effective analysis of income and activity to enable the strategy to be refined and strengthened.
- To provide leadership to Team Heads in the budgeting and planning process ensuring that targets are developed and communicated in a consultative manner, investment opportunities and risks identified, and plans delivered on time.
- Lead the development of and champion a Cause Related Fundraising approach ensuring effective business partnering with colleagues in International and UK Operations to maximise income generation and reach new markets.
- Oversee the development of a robust and compelling organisational case for support that brings to life the 2030 strategy and identifies priority fundraising programmes that deliver on organisational objectives and align with donor interests and motivations.
- To provide strategic and operational support to the wider Fundraising directorate through the management and oversight of the enabling hub ensuring that supporter experience is excellent and that prospect cultivation is appropriate and engaging.

Directorate Leader

- Represent BRC at events and meetings and deputise for the Chief Supporter Officer at corporate pitches, roundtables and networking as appropriate.
- Support all the 'account handlers'/fundraisers in maximising their donor relationships and securing income from their portfolios by participating in donor surgeries and acting as 'front canvasser' for selected prospects/donors.
- Promote innovation, best practice and first-class prospect research, donor cultivation and stewardship.
- Ensure the directorate is adequately resourced and supported, and has appropriate infrastructure, systems and staff training opportunities to deliver on ambitious targets.

Senior Leadership Team

- Full and effective participation in the corporate leadership process.
- Role model BRC values and behaviours and challenge poor behaviour in other at all levels.
- Lead cross functional teams and participate in others when required.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.



Person Specification

In your application for this appointment, please reply directly to the Knowledge and Experience criteria outlined below. The criteria set out under Skills and Leadership Style and Behaviours will be explored at interview with selected candidates.

Part One: Knowledge and Experience

- A thorough understanding of the corporate partnerships and institutional fundraising landscape.
- Extensive experience of corporate partnerships and institutional fundraising with a demonstrable track record of raising six and seven figure strategic partnerships.
- Extensive experience of working with senior volunteer fundraisers, stakeholders and trustees to solicit donations.
- Experience as a member of a senior leadership team with strong experience of leading, managing, motivating and developing high performing teams.
- Demonstrable experience of developing team/department strategies and managing significant budgets and operating plans, setting and achieving fundraising targets for a team.
- Experience of developing effective relationships across an organisation to achieve mutual objectives and of working across functions, to maximise income generation opportunities.
- Knowledge of the changes in charity legislation, (including GDPR requirements) and how it impacts on partnership fundraising.

Desirable

- Experience of working in a global organisation.
- Experience of working in a large organisation (income c. £100m+).
- Experience of working in a multi-cause organisation.

Part Two: Skills and Abilities

- Excellent communication skills including presentation, negotiation and influencing skills with ability to build relationships across a diverse range of internal and external stakeholders.
- Effective team leadership and line management skills to inspire motivate and develop a high performing fundraising team.
- Strong change management skills with ability to maintain team support and engagement whilst implementing new initiatives, products, processes and procedures.
- Strong strategic development, planning and budgeting skills to drive continued growth and ensure targets are met.
- Ability to plan and manage complex projects and relationships working collaboratively across a variety of internal and external stakeholders.
- Able to take a structured and solution focused approach to decision making.



Person Specification

Part Three: Behaviours

Leading and engaging: Builds purpose

- Leads by example by holding themselves and others to account for ensuring the British Red Cross delivers results by providing inspiration, energy and encouragement and by living the British Red Cross values and fundamental principles.
- Embracing and leading change: Leads British Red Cross-wide change.
- Evaluates the impact of organisation-wide change and uses the results when developing future change strategies.

Developing yourself and others: Creates a learning culture

- Leads by example by actively promoting and supporting the continuous development of our people.

Solution focussed: Makes/conducts complex plans to generate exceptional results

- Takes a varied solution-focussed approach to solving problems and expands good practice around using appreciative inquiry to understand others' perspectives and involve them in problem solving.

Working collaboratively: Creates and maintains a diverse range of long standing, strategic, mutually beneficial partnerships

- Builds wide-reaching, diverse connections with a shared understanding of needs and goals.

Ensures inclusive practice and promotes diversity.



Terms of Appointment

Salary

Upto £95,000 depending upon experience.

Location

44 Moorfields, London, EC2Y 9AL.

Pension

Contributory pension scheme (employer contribution up to 6%).

Annual leave

28 days annual leave plus bank holidays with the option to buy up to 5 days additional annual leave.

The British Red Cross also offers a wide range of additional benefits including:

- Flexible working arrangements.
- Family friendly policies including enhanced maternity/adoption and shared parental leave and enhanced sickness absence benefits.
- Childcare vouchers.
- On-line discount platform.

All applicants must have a right to work in the UK.



How to apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Katy.Giddens@starfishsearch.com or Juliet.Brown@Starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/brc-director-partnerships/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement that sets out why you think this role is the right move for you and how you meet the Knowledge and Experience criteria.

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.

Closing date	Friday 30th October 2020
First round interviews	w/c 9th November 2020
Agreement of the final shortlist	19th November 2020
Interviews with the British Red Cross	w/c 30th November 2020



