

POSITION DESCRIPTION

Job Title:	Partnerships Manager
Business Unit:	Fundraising & Marketing
Reports To:	Director of Fundraising, Marketing & Communications
Direct Reports:	N/A
Location	Flexible
Hours	60.8hrs per fortnight (0.8 FTE)
Date Updated:	June 2022

About Red Nose

Red Nose is a national charity working to save little lives through research and education and to support families impacted by the death of a baby or child during pregnancy, infancy and early childhood.

Red Nose is Australia's leading authority on safe sleeping and safe pregnancy advice and has been a key provider of bereavement support following pregnancy, infant and child loss for over 40 years. We work hard to ensure parents whose baby or infant dies suddenly or unexpectedly are able to access appropriate bereavement support and care; regardless of where they are based in Australia.

Position Purpose

The Partnerships Manager is a key role within the Fundraising & Marketing Team and is responsible for identifying, securing and fostering financial and in-kind support from Australian companies in line with the objectives of the Red Nose strategic plan.

The role will build a sustainable pipeline of partnership opportunities to increase the impact and influence of Red Nose so we can achieve our mission of funding lifesaving research, supporting bereaved families, and saving little lives.

With a focus of new business, the Partnerships Manager will work closely with the Director and Leadership Team, and is responsible for achieving and exceeding the fundraising targets and supporting the achievement of our marketing and brand objectives.

Key Internal Relationships

- Director of Fundraising, Marketing & Communications
- Fundraising, Marketing and Communications Team
- Bereavement Services Team
- CEO and Board Directors
- Fundraising & Marketing Committee members

Key External Relationships

- Corporate Partners
- Senior decision makers in major Australia corporations and companies
- Supporters
- Skilled volunteers

Key Tasks

- Manage Red Nose’s strategic approach to corporate partner and key supporters.
- Build new business partnerships and relationships with prospective partners via phone, email and face to face contact.
- Actively manage the prospect pipeline, ensuring that market potential is maximised and that relationships are continually progressed through the pipeline.
- Secure and manage the sponsorship of current events, partnered events and cause related marketing campaigns.
- Conduct research in relation to prospective corporate partners.
- Develop proposal documents and present to prospective and current supporters.
- Develop sponsorship and gift agreements including negotiation of key terms, partnership benefits and contracts.
- Meet annual revenue targets for partnerships and support the achievement of revenue targets for campaigns and events through acquisition of sponsorship, cash, and in-kind marketing support.
- Have a creative approach to partner engagement, recognising the special relationship partners have with Red Nose’s cause
- Conceptualise and deliver a range of marketing-led campaigns with businesses that embody the values of Red Nose.
- Represent Red Nose at various events and activities as a Red Nose speaker and brand ambassador, on occasion out of hours or on the weekend.
- Provide input into annual strategic planning, budget process and related activities.
- Provide regular reports to Management on income, forecast and partnerships results.
- Ensure all records are accurate and comprehensive and provide all data required for robust reporting.
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Contribute to the development of an excellent high performing team culture.
- Comply with OH&S requirements.

Experience & Qualifications

Essential	<ul style="list-style-type: none">• 3-5 years’ experience in corporate partnership management or business development.• Proven ability to secure and maintain high-value partnerships, and ability to build constructive and effective relationships with senior decision makers.• Excellent communication and presentation skills.• Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines.• A relevant tertiary qualification.
Desirable	<ul style="list-style-type: none">• Experience in marketing and communications.• Experience working for a not for profit.• Understanding of medicine/health as it relates to pregnancy, childbirth, perinatal and infant wellbeing.

Skills & Technical Expertise

Essential	<ul style="list-style-type: none">• Proven ability to meet annual targets and KPIs.• Commercially pragmatic, operationally efficient.
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	<ul style="list-style-type: none"> • Strong rapport building skills and ability to confidently ‘make the ask’ and pitch to secure high-value partnerships. • Strong proposal development and writing skills • Able to distil complex issues into easily understandable ideas, concepts, communications. • Excellent attention to detail, organisation and project management skills • Ability to work effectively and proactively, both independently and within a team environment • Ability to travel inter-state as required.
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Personal Attributes	
Essential	<ul style="list-style-type: none"> • WEIcoming – creating spaces of comfort, collaboration and belonging • Courageous – comfortable with the uncomfortable. Willing to have a go, identify mistakes and learn from them • Accountable – demonstrating integrity in everything you do • Respectful – valuing the contributions of all • Everyone together– working with passion for our cause • Resilient - the ability to work through, withstand and recover quickly from difficult situations

Quality, Safety and Improvement	
	<p>Red Nose employees have a responsibility and accountability to contribute to the organisation’s commitment to Quality, Safety and Improvement by:</p> <ul style="list-style-type: none"> • Acting in accordance and complying with all relevant Safety and Quality policies and procedures; • Identifying risks, reporting and being actively involved in risk mitigation strategies; and • Participating in and actively contributing to quality improvement programs • Complying with all relevant clinical and/or competency standards.

Checks – employment subject to:	
Essential	<ul style="list-style-type: none"> • National Police Check • Driver’s Licence [if travel is required].

Authorisation	
Position authorised by: Director of Fundraising, Marketing & Communications	
Employee signature: _____	
Date: ____/____/____	