

POSITION DESCRIPTION

Job Title:	Partnerships Manager
Business Unit:	Fundraising & Marketing
Reports To:	General Manager, Fundraising & Marketing
Direct Reports:	Nil
Location	Sydney or Melbourne
Hours	Part-time
Date Updated:	March 2021

About Red Nose

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

We are one of Australia's most loved and recognised charity brands. We punch above our weight in engaging with the Australian community and we are fierce campaigners for our cause.

Founded 40 years ago, Red Nose has grown to become Australia's leading organisation for infant and child safety and support for families affected by the death of a baby or child – driven by the success of Red Nose Day and our partnerships with some of Australia's most loved brands.

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 General Manager 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

- General Manager, Fundraising & Marketing
- Fundraising & Marketing Team
- Bereavement Services Team
- Co-Chief Executive Officers
- Fundraising & Marketing Committee members
- Board Directors

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.

- Conceptualise and deliver a range of marketing-led campaigns with businesses that embody the values of Red Nose.
- 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 and partnership benefits.
- 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.
- 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"> • Minimum five 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 communication. • 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. • 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. • Ability to travel inter-state as required.

Personal Attributes	
Essential	<ul style="list-style-type: none"> • Welcoming – 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

	<ul style="list-style-type: none"> • Everyone together– working together with passion for our cause
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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: General Manager, Fundraising & Marketing	
Employee signature: _____	
Date: ____/____/____	