

PARTNERSHIPS OFFICER

Job description

Purpose of role: Playlist for Life is a personal music and dementia charity that wants to establish a vibrant UK network of Help Points, volunteers, and trained health and care professionals, all creating and using playlists in their communities to help manage dementia symptoms, alleviate distress and reconnect relationships by 2022. As part of the Marketing and Communications Team, the Partnerships Officer will have lead responsibility for developing prospects for the Playlist for Life training courses and develop and implementing a strategy for corporate donors

Based: Glasgow or home based
Reporting to: Head of Communications and Campaigns
Hours: Full-time / 37.5 hours per week
Salary: £26,250 (fixed-term appointment for 12 months)

Key responsibilities

- Develop new partnerships, including a specific focus on establishing and cultivating new relationships with health and social care organisations and corporate partners
- Lead on creating and delivering compelling pitches to prospective partners, working with colleagues across Playlist for Life
- Use appropriate research tools and networks to develop a robust pipeline of training sales and opportunities for corporate partnerships
- Create and deliver high quality, bespoke presentations/proposals to potential partners
- Develop and sustain good working relationships with individuals and organisations, ensuring exceptional standards of customer service
- Lead on the implementation of business plans and ongoing monitoring of plans and budgets
- Develop and implement a strategy for corporate fundraising to support growth in this area. This includes Charity of the Year, cause-related marketing, sponsorship and tailored strategic partnerships
- Generate income from corporate partnerships and training income to meet agreed annual targets
- Work with the Marketing and Communications Team to develop a marketing plan to proactively build our profile and identify prospects for our training courses
- To act as a central point of contact for all training enquiries and corporate fundraising enquiries

General

- To ensure that all duties are carried out in line with charity health and safety and other charity requirements and policies, including GDPR

- Any other duty reasonably required by the Head of Communications and Campaigns

This Job Description cannot be considered to be exhaustive and other duties not included above may arise. On the understanding that such duties are commensurate with the purpose of the job and have been identified as such by the post holder's line manager and advised to the post holder, then such additional duties shall form part of the requirement of this post.

Person specification

EXPERIENCE REQUIREMENTS	Essential	Desirable
• Previous experience of the following: Partnerships and Development Manager, Business Development Manager, New Business Development	✓	
• Personal or professional knowledge or experience of dementia policy and the health sector		✓
• Strong, persuasive negotiating skills which result in positive outcomes and resilience to work through barriers	✓	
• Experience of maximising opportunities from researching prospects to generating meetings and securing income to achieve income targets	✓	
• Excellent communication skills, both written and verbal and the ability to engage with company representatives at all levels	✓	
• Demonstrable experience of building effective relationships with a range of stakeholders	✓	
• Excellent administration skills	✓	
• Be adept at managing high profile relationships	✓	
• IT literate, with excellent Word and Excel skills	✓	
• Experience of using a CRM database, including making data selections and undertaking data analysis		✓

PERSONAL CHARACTERISTICS	Essential	Desirable
• A driven, self-starter who has first-rate organisational skills	✓	
• The ability to work as part of a small flexible team and to support team members with projects when needed.	✓	
• Confident and clear communication skills	✓	
• Strong external relationship management skills	✓	
• Willingness to travel, including some evenings and weekends	✓	