|  |  |
| --- | --- |
| Position | **Partnerships Acquisitions Lead** |
| Reports to | **Corporate Partnerships Manager** |
| Work level | **4** |
| Group | **Engagement** |
| Team | **Fundraising and Philanthropy**  |
| Location | **Onsite at the Hub in Melbourne CBD or Hybrid** |
| Direct reports | **N/A** |
| 1. Purpose of the position and link to Strategy 2023+ *Earlier, Easier, Together*
 |
| The Partnership Acquisitions Lead is responsible for the establishment and ongoing development of frameworks for Beyond Blue to engage with corporate partners, lead the research into prospective corporate partners, implement acquisition of new corporate partners, and support the ongoing engagement of partners once onboarded. The role will contribute to the implementation of the Fundraising and Development Strategy 2023-28, ensuring that key milestones and financial KPIs are achieved for signature events. |
| 1. Key Accountabilities of Position
 |
| **Strategy and frameworks** * Implement strategy for all Corporate Partnership activities, with a focus on financial partners and the possibility to leverage additional benefits.
* Ensure that planned corporate partnership activities align with Beyond Blue’s strategy, and is factored into team capacity.

**Corporate partnership acquisition and engagement** * Identify potential new corporate partners, develop and write tailored proposals, and manage expressions of interest and pitches for new corporate partnerships.
* ‘Ask’ for and ‘negotiate’ corporate partner financial contributions for Beyond Blue projects. At times the role may support key internal leaders or trained external volunteers in negotiating corporate partnerships.
* Lead all activities associated with onboarding new partners, including facilitating initial discussions with partner stakeholders, facilitating onboarding workshops, overseeing contract negotiations, establishing Beyond Blue set up (eg. involving Beyond Blue stakeholders such as Marketing, Media, Brand & Content and program areas as required, etc) and facilitate introduction and handover to the Partnerships Relations team.

**Relationship management** * Support Partnerships relationship team members to establish clear stakeholder relations matrix for each corporate partner, ensuring peer relationships at all levels of Executive Management (between Beyond Blue and Corporate Partner).
* Be the secondary point of contact for the corporate partners to address broad issues relating to Beyond Blue’s partnership agreements, and provide support if expectations of either party are not aligned (in consultation with the Partnerships and Stakeholder Relations team).
* Conduct partnership reviews with the Partnership team to ensure corporate partner revenue and engagement expectations are being met, and assist Partnership team to manage/negotiate opportunities for renewal of contracts.
* Provide specialist advice to the Partnerships team in identifying opportunities to grow and leverage existing partners, participating in key partnership meetings as required.

**Financial and contract management** * Ensure accurate records of all new corporate partners are inputted into CRM (blink) showing moves management principles for prospective partners and including contract dates, pledged revenue and other dates for key deliverables for confirmed partners.
* Ensure all partnerships are based on an agreed contractual agreement.
* Manage, monitor and report on budget for the corporate partnerships performance against budget. Implement mitigation strategies where required to effectively address any shortfalls.
* Ensure the acceptance and management of corporate partnerships is in line with the Donations and Corporate Partnerships Policy and any other Beyond Blue policies and procedures.
* Assess, monitor, report on and mitigate risks related to the donor relations activities.
* Ensure a high quality, customer-oriented service is provided to the whole organisation.
* Ensure activities meet the commitments made thought the Beyond Blue RAP and reflect the diversity of the Australian community, including groups at increased risk of depression, anxiety and suicide, and we seek opportunities for input/consultation/co-design where appropriate to inform our work.
 |
| 1. Key outcomes, or desired impact of role, linked to Strategy
 |
| **Operational*** Financial targets achieved / maximised
* Partnership opportunities achieve maximum leverage and reach
* Corporate partners engaged with high levels of retention and loyalty
* New corporate partnerships acquired and relationships nurtured
* Pipeline of prospects strengthened
* Brand policy and guidelines adhered to, and brand well managed in community
* Seamless, and positive experiences for corporate partners (journeys and engagement)
* Accurate moves management allocation and tracking
* Detailed records of all partnership interactions on CRM
* Brand aligned and data driven insights inform partnership approaches

**General*** Corporate partnership promotions and activities are well resourced / managed
* Risk mitigated
* Contracts in place with all partners
* Fundraising activities reflect the RAP and diverse Australian community

KPI’s/Goals are set in the performance review cycles – January to June / July to December as part of our [Thrive Framework](http://bbconnect.beyondblue.org.au/Pages/Performance-Review.aspx).  |
| 1. Core Capabilities
 |
| Capabilities in our capability framework critical for role success include:* Communicating
* Innovating Mindset
* Partnering
* Critical Thinking
 |
| 1. Specific Job Competencies
 |
| * A tertiary qualification in a related discipline is essential (fundraising, marketing, business development, community engagement, communications).

Experience* A minimum of three years of relevant work-related experience, on-the-job training, and/or vocational training

Key essential skills* Relationship Management and Customer Service — Knowledge of principles and processes for effectively building and managing internal and external working relationships, and proven track record of achieving results. Demonstrated experience in the profiling, targeting and engagement of senior level stakeholders for the purpose of influencing their knowledge/actions.
* Business development, sales or client acquisition skills – Demonstrated experience in identifying and attracting new corporate partners / customers / clients, including the ability to lead introductory conversations, prepare and deliver pitches and effectively onboard new partners / clients.
* Fundraising – Demonstrated understanding of contemporary fundraising best-practice.
* Financial management – Demonstrated experience with managing budgets, tracking achievement against revenue, anticipating and identifying variances, and effectively addressing revenue shortfalls.
* Communication – Excellent written and verbal communication skills, negotiation skills and be capable of communicating effectively, and with different audiences.
* Presentation Skills & Experience – Demonstrated public speaking and presentation experience to diverse audiences, including senior leaders.
* Program or Project Management – Knowledge and skills in planning, budgeting, resource identification and deployment, task and activity monitoring, reporting, and overall project delivery against defined objectives, methods and outcomes.
* Document Preparation - Proven ability to prepare a variety of types of documentation including media and communications, work schedules, briefing notes, correspondence and reports to a high quality and the ability to conceptually analyse information.
* Community awareness and system change – Ability to be able to shift to a community centric way of operating, with the community and the need for system change informing how we work.
* Organisation and time management skills – Ability to organise and prioritise work to meet deadlines as directed.
* Experience leading partnership acquisition in a corporate or not for profit environment.
 |
| 1. Values leadership and our culture at Beyond Blue
 |
| Beyond Blue Values We all play a part and take responsibility for our impact on Beyond Blue’s culture, in line with our [Values](http://bbconnect.beyondblue.org.au/Pages/beyondblue-Values.aspx).Cultural competency Beyond Blue strives to be a culturally safe and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans. |