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| Position title | Corporate Partnerships Manager | | | | |
| Position reports to | Philanthropy Lead | | | | |
| Work level | 1 | 2 | 3 | 4 |  |
| Group and team | Community Group, Fundraising and Philanthropy Team | | | | |
| Location | Hybrid working – a combination of onsite at the Beyond Blue Hub in Melbourne CBD and working from home. | | | | |
| Employment type | Fixed Term | | | | |
| Direct reports | 0 | | | | |
| Why choose Beyond Blue  Beyond Blue has been providing supports and services to people in Australia for over 20 years.  We are Australia’s most well-known and visited mental health organisation, focused on supporting people affected by anxiety, depression and suicide. We are inspired by our vision that ‘all people in Australia achieve their best possible mental health’ and are driven by our mission to work with the community to improve mental health and prevent suicide.  We aim to achieve this through three strategic priorities:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   At Beyond Blue the community is at the heart of everything we do.  By joining our team you’ll be involved in meaningful work, collaborating with a cross-section of colleagues, partners, and community right across Australia. We offer our team opportunities to support and learn from one another, build capabilities, celebrate successes along the way, and generous not-for-profit salary packaging options.  Your mental and physical health are important to us – we offer a range of wellbeing initiatives, including an Employee Assistance Program, a comprehensive Flexible working policy, ensuring you have safe and effective ergonomic support no matter where you work, as well as employee-led groups and initiatives.   We strive to live our organisational values of **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity** to help create a happy, safe and productive work environment. | | | | | |
| About the role | | | | | |
| Role description | About the team (purpose)  The Fundraising and Philanthropy team manages the philanthropic income generation and engagement with donors and philanthropic partners. Continued focus on income diversification and income growth is essential to ensure Beyond Blue can remain responsive to community needs and enable the fulfilment of our Beyond 2020 strategic goals. The Fundraising and Philanthropy team engages with donors, community fundraisers, business supporters, corporate partners, major donors and bequestors.   The Corporate Partnerships Manager 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 work with the Partnerships Managers to support the ongoing engagement of partners once onboarded. The role will be primarily responsible for securing financial corporate partnerships and supporting the Partnerships Managers in maximising/leveraging additional financial support from existing corporate partners.  The role delivers a high standard of stakeholder engagement, with both internal and external stakeholders, and collaborates across the organisation to embed Beyond Blue’s approach to strategic partnerships as part of the Beyond 2020 strategy and business transformation. | | | | |
| Key accountabilities | Area of accountability  **Strategy and frameworks**   * Oversee strategy for all Corporate Partnership activities, with a focus on financial partners and the possibility to leverage additional benefits. * Work closely with a range of internal stakeholders at Beyond Blue, including (but not limited to) Marketing, Media, Brand & Content, and various Program areas to ensure that planned corporate partnership activities align with Beyond Blue’s Beyond 2020 strategy, and is factored into team capacity.   **Corporate partnership acquisition and engagement**   * Actively 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 a Partnerships Manager.   **Relationship management**   * Support Partnerships Managers 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). * The Corporate Partnerships Manager will act as a secondary point of contact for the corporate partner 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 Lead and Partnership Managers). * Conduct partnership reviews with the Partnership Managers to ensure corporate partner revenue and engagement expectations are being met and assist Partnership Managers to manage/negotiate opportunities for renewal of contracts. Where required, the Partnership and Stakeholder Relations Lead may be involved in these reviews from time to time. Provide specialist advice to the Partnerships and Stakeholder Relations Lead and Partnerships Managers in identifying opportunities to grow and leverage existing partners. If required, participate in key partnership meetings where opportunities for increased partnership support is explored/discussed.   **Financial and contract management**   * Ensure accurate records of all new corporate partners are inputted into CRM (Salesforce) showing moves management principles for prospective partners and including contract dates, pledged revenue and other dates for key deliverables for confirmed partners. Ensure Partnerships Managers maintain consistency in record keeping. * Manage the budget for the corporate partnerships and track actual against budgeted revenue. Anticipate revenue shortfalls and make recommendations to the Philanthropy Lead and Head of Fundraising and Philanthropy 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. | | | | |
| Key stakeholders | Key stakeholders  Internal   * Philanthropy Lead * Business Supporter Adviser * All members of the fundraising & philanthropy team. * Partnership and Stakeholder Relations Lead * Partnership Managers in the Community and Partnerships team.   External   * Leaders and CSR and Community managers in the corporate space. | | | | |
| What we are looking for | | | | | |
| Capability | Of the eight capabilities listed in our capability framework, the following behaviours are critical for role success (must already be demonstrating at the expected competence to step into the role)  **Communication**   * Communicates and presents confidently and regularly with employees, community members and other stakeholders to gain their commitment; translates specialist knowledge into common language * Uses storytelling to inform others, motivate action and influences stakeholders by connecting rationally and emotionally * Negotiates from an informed and credible position and presents persuasive counter arguments; Isn’t afraid to have the tough conversations * Creates opportunities for others to be heard and bring their point of view, encouraging robust, respectful debate * Clearly articulates the Beyond Blue vision and upholds the brand and establishes own credibility, integrity and personal brand in interactions   **Community centricity**   * Uses human centred or relevant design experience approaches to create and or support meaningful service improvements or service excellence * Competently advocates for mental health and suicide prevention services and information, empathically putting community at the heart of all we do * Emphasises importance of community and stakeholder relationships over products and solutions with commitment to strengthen and maintain trust and demonstrates integrity * Is aware of unintentional biases or power dynamics and takes steps to reduce bias in interactions and call out undesirable behaviours * Factors in an external perspective to drive internal process design   **Innovative mindset**   * Proactively seeks out alternative ways to improve the quality, cost effectiveness and overall value add and service excellence for Beyond Blue’s services * Builds a work environment that encourages calculated risks, experimentation, and iteration, working collaboratively to explore new approaches and provide input to problems. * Brings together diverse groups of people to bridge siloes, broaden thinking and start a dialogue * Translates creative ideas into business improvements or practical solutions, facilitating implementation and change * Bounces back quickly from adversity or failed ideas and takes steps to learn from mistakes to make future improvements   **Digital discovery**   * Establishes digital protocols and works effectively within a hybrid team * Actively embeds digital strategies and promotes the use of technology and digital tools in day-to-day activities to better manage services and processes * Applies appropriate consideration of data governance, legal security and privacy issues, and creates new opportunities for data information sharing * Demonstrates a strong understanding of the importance of cyber security * Ensure fit for purpose cross-functional processes drive technical solutions   **Partnering**   * Oversees program delivery and ensures partnering activities are informed by Beyond Blue’s vision, values and strategies to achieve high quality outcomes Keeps partners and stakeholders accountable for delivering on contractual requirements through reporting insights and regular forums to communicate * Identifies opportunities and actively looks for synergies across initiatives for cross-functional collaboration and partnership development * Works with partners to contribute to the mental health and suicide prevention knowledge base; manages and deepens the relationship to become a trusted partner and knows how and when to escalate issues * Has strong financial literacy with ability to manage budgets and apply commercial processes to make appropriate judgements * Understands how to successfully navigate the complexity of the organisation and broader sector’s ecosystem and operating environment.   **Agility**   * Applies principles of agile mindsets and tools to projects, tasks, and collaborations; coaches others to implement agile mindsets, practices and risk management processes * Creates a clear road map for change to improve community outcomes; anticipates barriers and endures uncertainty without becoming negative * Applies enterprise mindset to work prioritisation and resource allocation; sets realistic timeframes and manages competing projects or changes. Prioritises and aligns projects to business strategy, managing budget, team capacity and resources * Is nimble and innovative in contract management by identify new strategies and tactics for continuous improvement and services excellence * Conducts retrospectives to evaluate change for continuous team improvement   **Critical thinking**   * Contributes to setting team strategy and converts strategy into an actionable plan. Translates the Beyond Blue vision and strategy to team objectives, activities, and individual goals * Solves problems with an enterprise approach, working across the business to break down work and identify the resources required for the right capability and capacity * Identifies inconsistencies, biases and errors in reasoning when leveraging data-driven insights to make decision * Proactively identifies risks and mitigation paths when developing or contributing to strategy, planning or problem solving * Applies systemic thinking to understand the root cause of a problem before developing new insights and approaches with stakeholders   **Leading**   * Is bold and courageous in setting team direction, providing clear expectations on target and stretch goals. Adopts a growth mindset when working with others * Embraces diversity and demonstrates inclusive leadership; works to recruit, develop, engage and retain talent and creates a culturally safe atmosphere * Takes responsibility for assigning workloads, monitoring resources and workflows, ensuring team goals are delivered within deadlines * Adapts coaching style to suit the situation, empowers others and is approachable in providing and receiving timely constructive feedback * Holds regular performance conversations and creates two-way feedback channels to drive improvement; recognises and deals with underperformance effectively | | | | |
| Selection criteria | Education/qualifications   * List minimum qualifications / certification / accreditations * List required technical knowledge   Knowledge/skills/experience  Essential   * 5 years+ experience in a similar role * 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 a broad range 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. * 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 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.   **Desirable**   * Experience leading partnership acquisition in a corporate or not for profit environment. * Experience using Salesforce CRM. * Fundraising – Demonstrated understanding of contemporary fundraising best-practice. | | | | |
| Additional information | | | | | |
| Fairness and equality | Health, safety and wellbeing  Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy.  Equal opportunity  Beyond Blue is an equal opportunity employer. All employees have a responsibility to be familiar with and adhere to the organisation’s policies and procedures.  Cultural competency  Beyond Blue strives to maintain a culturally competent and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.  Employment is subject to:   * a current Police Record Check * proof of the right to work in Australia. | | | | |