

Job Description

Post	Corporate Partnerships Lead
Grade	4 (£28,753 - £ 30,753)
Location	Hybrid (home based, from Bradford District and Craven Mind's office, Kenburgh House, 28 Manor Row, Bradford, BD1 4QU, with requirement to travel within Bradford District and Craven)
Responsible to	Head of Income Generation

About us

Bradford District and Craven Mind (BDC Mind) is a registered charity with a clear purpose to promote positive mental wellbeing and empower and help people experiencing mental health problems to manage and work towards recovery and fulfilment. We do this through:

- Building community and individual resilience for better mental wellbeing
- Providing early intervention advice and support
- Supporting people in crisis
- Empowering and helping people to recover and sustain improved wellbeing.

Our Values

Everything we do at BDC Mind is underpinned by our values:

- **Caring Always** - Be kind and compassionate. Listening to and valuing people.
- **Working Together** – Working together for a shared purpose. Working together to make the biggest positive difference.
- **Supporting Everyone** – Understanding, celebrating uniqueness and respecting all; reaching out, engaging and helping people feel safe.
- **Enabling All** – Making things possible. Giving hope and resources to make positive change.
- **Improving Continually** – Making the biggest positive difference. Listening and being creative to make the biggest positive difference.

Purpose of the post

We are seeking a dynamic and results-driven Corporate Relationships Lead to join our income generation team. In this role, you will lead on building and managing relationships with corporate partners to maximising income and support for our organisation's mission. This will include developing and managing creative and impactful

initiatives. This is an exciting opportunity to make a real impact to the mental health and wellbeing of our local communities.

Key duties

Corporate Partnerships Development

- Identify, research, and target potential corporate partners that align with our organisation's goals and values.
- Develop tailored proposals and pitches to secure new corporate partnerships opportunities.
- Foster long-term partnerships by ensuring mutual value and engagement.

Relationship Management

- Act as the primary point of contact for corporate partners, maintaining excellent communication and building trust.
- Develop and implement partnership stewardship plans to ensure continued support and satisfaction.

Strategic Planning

- Work with the Head of Income Generation to develop and implement strategies to support the growth of our organisation from corporate partnerships.
- Own the delivery of the corporate fundraising strategy which results in a growth of income from a variety of businesses across our region.
- Create innovative and compelling proposals which persuade sponsors of all types to support our organisation.
- Evidence progress towards in-year and longer term goals, monitor and report on the success of corporate fundraising activities, analysing outcomes and improving processes.
- Ensure all contact and donations are up to date on the charity's database.

Collaboration

- Work with the Marketing and Communications Team to develop fundraising materials and associated promotional plans suitable for the different target groups and to ensure corporate supporters receive appropriate recognition and visibility.
- Collaborate with internal teams to identify sponsorship opportunities within programs or events.
- Collaborate with external trainers on initiatives to support workplace wellbeing that fulfil our organisation's goals, managing administrative tasks, in line with agreed processes, and supporting with sales and marketing activities as required.
- Act as an ambassador and represent Bradford District and Craven Mind at external functions, events, giving talks and presentations as required.

Organisational

- Ensure that in all aspects of the role you embody the aims, objectives, and core values of BDC Mind.

- Champion the BDC Mind ‘Code of Conduct’ to ensure that it is well communicated, understood and implemented at all times by staff, volunteers and service members.
- Ensure that the relevant colleagues have a competent understanding of, and comply with, all BDC Mind’s policies and procedures.
- Take responsibility, with colleagues, for ensuring that all Health and Safety, Safeguarding, Information Governance and Equality & Diversity requirements are met and all other Company policies are complied with.
- Undertake any other reasonable duties or tasks deemed necessary by the senior management team.

Person Specification

BDC Mind is committed to promoting mental health awareness, reducing stigma, and improving the quality of life for people with mental health challenges. We value diversity, inclusion and lived experiences when recruiting our staff and volunteers.

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Proven track record of successful income generation/business development activity, including successful fundraising activity on behalf of an organisation. • Full driving licence and own vehicle. 	<ul style="list-style-type: none"> • Strong academic background in English Language. • Fundraising or Marketing qualification.
Experience	<ul style="list-style-type: none"> • Proven experience of delivering income growth in corporate fundraising, business development, or sales. • Experience of providing exemplary supporter stewardship, to strengthen and cultivate relationships with businesses. 	<ul style="list-style-type: none"> • Understanding of corporate social responsibility (CSR) trends and practices. • Working in the charity sector.
Skills and abilities	<ul style="list-style-type: none"> • Strong interpersonal and relationship-building skills with a focus on networking and negotiation. • Excellent written and verbal communication skills, including the ability to craft compelling proposals. • A strategic mindset, with the ability to identify 	<ul style="list-style-type: none"> • Confident using social media and digital platforms for promotional purposes.

	<p>opportunities and align them with organisational goals.</p> <ul style="list-style-type: none"> • Creative and innovative approach to developing income generation initiatives. • Ability to work independently, manage priorities effectively, and meet deadlines. • Strong analytical skills and ability to think strategically 	
Knowledge	<ul style="list-style-type: none"> • Knowledge of fundraising regulations and best practices. • Proficient in Microsoft Office and fundraising databases or CRM systems. • Proven knowledge of online fundraising tools 	<ul style="list-style-type: none"> • Knowledge of the non-profit/charity sector. • Using the Beacon CRM system.
Attitude and personal attributes	<ul style="list-style-type: none"> • A flexible and proactive attitude, with the ability to work independently and as part of a team. • Entrepreneurial, results-driven, and able to meet deadlines under pressure. • Understanding of and enthusiasm for BDC Mind's delivery approach and mission and values. • Passion, motivation and resilience to raise money to support the mental health and wellbeing of our local people. • Demonstrate a commitment to equality, diversity and inclusion in the workplace. 	<ul style="list-style-type: none"> • Lived experience of mental health