



**Job Title:** Partnerships Manager (Maternity Cover\*)  
*\*potential to extend to permanent position*

**Job purpose:** To build and manage partnerships to facilitate high-level fundraising. This includes identifying and raising funds from corporate partners and their employees, as well as new target audiences.

**Responsible to:** Head of Fundraising

**Direct Reports:** Community and Events Officer and Fundraising Intern

**Salary:** £34,301-38,165 (inclusive of London weighting)

**Hours:** Full Time (35 hours per week)

**Start date:** 16th September 2019

**Finish date:** 18th September 2020  
*\*potential to extend to permanent position*

**Application closing:** Sunday, 11 August 2019 at 11:59 PM

**Interview dates:** Tuesday, 13 August 2019

Please send your application form to: [personnel@healthpovertyaction.org](mailto:personnel@healthpovertyaction.org)

*Please note that due to a potentially high number of applications, only shortlisted candidates will be notified.*

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## BACKGROUND

Health Poverty Action acts in solidarity with health workers, activists and communities worldwide to improve health and challenge the causes of poverty.

Our distinct approach can be summarised as a combination of three features:

- **We approach health as an issue of social justice**

Health is a human right that many are currently denied. The greatest causes of poor health worldwide are political, social and economic injustices. This is a global scandal which causes unnecessary suffering on a massive scale.

We tackle these complex root causes of social injustice in two ways. Firstly, we work in partnership with communities to help them take back the power to improve their

own health. Secondly, we campaign on a national and international level to change policy, and destroy unjust power relations.

- **We prioritise those missed out by others**

We believe in health for all, without exclusion. Development organisations tend to cluster together, which leaves large populations with almost no support at all. People may be living in hard to reach areas, or are difficult to support for some other reason. We make these most neglected populations our highest priority.

- **We address the full range of factors which impact on health**

Health is a combination of physical, mental and social wellbeing. As well as strengthening health services we work on areas such as nutrition, water, sanitation, gender discrimination, and income generation. Tackling one cause of poor health in isolation can give the appearance of improving health in the short term, but tackling numerous factors together saves lives.

We are acutely aware of how our own power dynamics as an organisation impact on the people we work with, and we work in partnership with communities to create long term relationships built on trust.

We are part of a global movement for health justice – the People’s Health Movement (PHM). The PHM is today’s embodiment of the primary health care movement and the radical vision it set out continues to rally health workers and policy makers worldwide. This quote from the founding document of this movement, the People’s Health Charter, sums up the essence of Health Poverty Action’s values and identity:

*“Health is a social, economic and political issues and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalised people. Health for all means that powerful vested interests have to be challenged, and that political and economic priorities have to be drastically changed. This Charter encourages people to develop their own solutions, and to hold accountable local authorities, national governments, international organisations and corporations.”*

## **JOB DESCRIPTION**

### **Context of the role**

Health Poverty Action has lots of exciting and ambitious fundraising ideas in the pipeline, including a large match funding campaign. Through leading on these – and incorporating your own ideas and expertise – you will be able to take our unrestricted fundraising to the next level.

You will have experience identifying, developing and securing new corporate partnership opportunities, including Charity of the Year Partnerships, corporate sponsorships and other donations, match funding, employee fundraising, and gifts in kind.

You will have the flexibility to shape this role by developing your own initiatives. You will have a high level of autonomy in the work you do and how you deliver it – we are open to and welcome new ideas. There is also lots of opportunity to work on cross-

cutting initiatives to engage new audiences with our small yet impactful fundraising team, as well as with our programmes and policy and campaigns staff.

We are looking for a dynamic, proactive and strategic individual with a proven track record of identifying, cultivating new business as well as stewarding existing partners. You will be the critical driver of growing our community, corporate and partnership fundraising and ensuring that more people worldwide are able to realise their right to health.

You will also line manage a highly-capable Community and Events Officer and Fundraising Intern, and will need to be a considerate team-player who can inspire and lead by example.

### **Key responsibilities**

In the continually changing environment in which we operate it is not possible to have fixed responsibilities, and this presents an exciting opportunity to shape this role yourself. The following outline provides a view of the scope of the work, within which your strategies and priorities will be agreed with the Head of Fundraising:

#### **Partnerships Fundraising**

- Lead on all partnerships fundraising, including campaigns for target audiences to raise awareness and diversifying income
- Build and nurture relationships with current partners, as well as identifying prospective partnerships
- Continually research and identify prospects and ensure they are approached in a timely manner
- Actively drive forward the development of a portfolio of high value corporate funders - the portfolio should include a mix of Charity of the Year partnerships, long-term strategic partnerships, employee engagement, and commercial opportunities
- Prepare proposals, pitches and reports based on key funding needs you have identified
- Develop products and packages for support by partners and corporates
- Identify opportunities for cross-selling and sponsorship for all partners
- Develop and implement effective stewardship plans for all partners, with a view to retain support beyond the agreed partnership length and to maximum value

#### **Community and Events Fundraising**

- Secure corporate sponsorship for our campaigns
- Work in collaboration with the Community and Events Officer to create a suite of bespoke events to support with employee engagement with corporate partners
- Work with the Community and Events Officer on innovative and profitable one-off events
- Manage the Community and Events Officer to ensure they meet their targets

#### **Fundraising Management**

- Maximise income from our partnerships through excellent stewardship and supporter journeys

- Budget, monitor, re-forecast and report on fundraising activities
- Recommend, revise and implement plans as required to ensure targets are met and risks minimised
- Work with the Communications Officer, and external freelancers where necessary, on producing any materials required to support our fundraising
- Manage relevant website pages and social media content (including ads) for our partnerships fundraising, and look for ways to improve uptake of these through digital channels
- Ensure that efficient administration systems are in place and maintain accurate records, including recording details of all fundraisers on the database
- Proactively keep abreast of the fundraising marketplace, identifying changes, trends, reacting accordingly and maximising potential opportunities
- Contribute to the fundraising strategy in key areas of partnerships and community/events fundraising

### **Other**

- Be aware of all HPA work and developments, in order to identify stories and material for fundraising purposes
- Act as a representative of HPA when required and communicate its work in a passionate and professional way, including attending networking events
- Manage own workload and set objectives and deadlines with the Head of Fundraising
- Undertake all other reasonable activity requested by the organisation

### **Safeguarding**

*Health Poverty Action recognises that all adults and children have equal rights to protection from abuse and exploitation. Health Poverty Action condemns exploitation and inappropriate behaviour, and is committed to taking action for the protection of programme participants. In cases where positions include a high level of safeguarding risk, police checks or local equivalents will be carried out.*

### **PERSON SPECIFICATION**

#### *Essential*

- Dynamic, proactive and strategic individual with a proven track record of identifying and cultivating new corporate partnership opportunities
- Experience securing Charity of the Year partnerships, corporate donations, sponsorship opportunities, match funding opportunities, employee fundraising, payroll giving and gifts in kind
- Ability to manage and steward a portfolio of existing accounts, while helping to cultivate a pipeline for future financial years
- Ability to network, influence and act as an ambassador representing the organisation at external events, including public speaking
- Engaging, creative and effective communicator with excellent written and verbal communication skills
- Proven experience in drafting proposals and presentations to support successful pitches to partners
- Hands-on negotiation experience
- Ability to develop new ways to raise awareness of Health Poverty Action's brand with our target audience to support donor cultivation, engagement and management

- Well-organised and reliable, with exceptional attention to detail and accuracy
- A successful track record of working to and meeting targets
- Ability to budget, monitor, re-forecast and report partnership and community fundraising activities
- Experience of working with CRM systems (especially Salesforce)
- IT literate with excellent knowledge of Microsoft Office (especially Excel and PowerPoint)

#### *Working Style*

- A warm, friendly and empathetic colleague
- Valuable and positive cross-organisational team player who supports and motivates colleagues
- Able to work well both individually and as part of a team
- Enthusiasm and flexibility to take on new tasks
- Willingness to take responsibility and initiative
- Excellent negotiation and diplomacy skills, with the ability to find ways of getting things done cross-organisationally
- Able to work fast, contributing to a friendly, inclusive and supportive environment of energy, enthusiasm and collective success

#### *General*

- Ability to think and plan strategically, both creatively and laterally
- Can work flexibly, solve problems and adapt to rapidly changing demands and opportunities whilst retaining clear priorities and strategic focus
- Proactive and self-motivated, with ability to use own initiative
- Ability to handle pressure and tight timescales, meeting and monitoring deadlines and targets
- Appreciates working in a multi-cultural context

#### *Commitment*

- Passionate and demonstrable commitment to Health Poverty Action's values
- Ability to enthuse and inspire others to support Health Poverty Action's work

## **TERMS AND CONDITIONS**

### **Salary**

£34,301 rising to £38,165, inclusive of London weighting

### **Hours**

35 hours per week. Evening work may be required throughout the year and especially in December, for which time off in lieu can be taken. Health Poverty Action believes in supporting flexible working as much as it reasonably can. *We will consider applicants to work on a part-time and a flexible working basis where possible.*

### **Holidays**

25 days per year, plus the time between Christmas and New Year, plus English public holidays. An additional day leave is added for each two years completed service, up to a maximum of 3 days.

## **Pension**

Staff are encouraged to join Health Poverty Action's pension scheme. Health Poverty Action will match your contributions up to a maximum of 5% of gross salary (and subject to a minimum contribution of 4%).

## **Location**

The post is based at Health Poverty Action's offices in Vauxhall (central London). Candidates will therefore need to either have or be able to acquire the right to work in the UK. The post may involve some international travel.

***At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all of our staff and everyone we work with. We actively support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. We are particularly keen to hear from ethnic minority candidates.***

*Thank you for considering working with Health Poverty Action.*