



Corporate Partnerships Manager

JOB PACK 2024



An Introduction to Manchester Pride

Manchester Pride is one of the leading LGBTQ+ charities in the UK. The charity is pioneering in its approach to LGBTQ+ inclusion and equality, spearheading the modern Pride movement. We are a local charity with an international reach.

Our vision is a world where LGBTQ+ people are free to live and love without prejudice and where our culture is universally celebrated.

We campaign for equality; challenge discrimination; create opportunities for engagement and participation; celebrate lesbian, gay, bisexual and transgender life; and fundraise to enrich the lives of and empower LGBTQ+ people in Greater Manchester.

We are most famous for our annual programme of Lesbian, Gay, Bisexual, Trans, Queer and Inclusive (LGBTQ+) events in Greater Manchester which each year bring more than 200,000 people together to celebrate queer life.

Our events and community focussed initiatives are at the heart of our organisational strategy, which incorporates the delivery of an internationally acclaimed and hyper localised experience for our communities, befitting a city at the heart of the Northern Powerhouse.

As a grant making charity, we raise money through our events and then distribute this to LGBTQ+ causes across the Manchester city region through our four grants programmes.

Our Vision:

A world where LGBTQ+ people are free to live and love without prejudice and our culture is universally celebrated.

Our Mission:

To authentically celebrate and liberate LGBTQ+ communities in Greater Manchester and beyond so that we can all thrive.

Our Values:

Unity: Great things are achieved by working harmoniously to achieve our vision.

Liberation: Nobody's free until everybody's free.

Joy: Celebrate and take unrivalled pleasure in queer expression and our rich, diverse culture.

Our Goals:

- Stage an annual world class celebration of LGBTQ+ life in Greater Manchester. Maintain the position of the festival on its international platform, acting as a beacon for LGBTQ+ equality in Greater Manchester and throughout the world.
- Campaign for the advancement of LGBTQ+ equality & inclusion at home and abroad. Educate people of Greater Manchester and beyond to recognise, understand and challenge discrimination against LGBTQ+ people.
- Support grassroots projects and initiatives that encourage the wellbeing of LGBTQ+ people in Greater Manchester, in line with the priorities of our communities.

Job Title:	Corporate Partnerships Manager
Reports To:	Head of Engagement
Place of Work:	Manchester City Centre + Flexible Working
Salary:	£36,000 + Pension + Benefits
Contract Type:	Full Time / Permanent

The Opportunity

Manchester Pride is committed to expanding the charity's reach and impact to ensure we continue furthering LGBTQ+ equality and meeting the needs of our communities. We are looking to continue to diversify our income sources and this exciting new opportunity will sit at the heart of a new income generation strategy.

Manchester Pride is at the forefront of the global Pride movement and in these unprecedented and challenging times, our work is needed more than ever. Our corporate partnerships play a huge role by helping us raise income to achieve our strategic goals and adding value to businesses and society through our partnerships, including raising public awareness, reaching new audiences and ultimately furthering LGBTQ+ equality.

The Role

Reporting to the Head of Engagement, you will be responsible for; proactively identifying and qualifying partnership opportunities, developing and stewarding relationships, thinking creatively and strategically to develop compelling proposals. You will be leading pitches and representing Manchester Pride at key meetings.

This role will complement our commercial strategy for Manchester Pride Festival and will focus on strategic and transformative partnerships for the whole charity.

The role is based at our City Centre office, with elements of home working.

Specific Responsibilities

- **Partnership opportunities:** To work closely with the Commercial Sponsorship team to identify partnership opportunities and lead on securing new short-term and long-term partnerships for the charity.
- **Income Generation:** Accountable for delivering an individual income target supporting the charity's ambitious strategic goals.
- **Lead Generation:** To develop and refine Manchester Pride's corporate prospecting approach, with the aim of increasing the sustainability, value and breadth of partnerships secured at Manchester Pride.

- **Relationship Management:** Develop stewardship plans for top prospects, taking a collaborative approach and balancing impact and effort across opportunities. Manage all corporate prospects from lead generation through to delivery.
- **Corporate Engagement:** To work closely with Manchester Pride's Engagement Team to develop and refine year-round engagement opportunities for corporate partners.
- **Strategy Development:** To work closely with the Senior Leadership Team to develop and implement the corporate partnership and income generation strategies.

Terms and Benefits

This is a fixed term appointment for 12 months with the prospect of a permanent role based on performance and the role is full time - equivalent to 35 hours per week through our flexible working policy, with a provision for annual leave of 25 days per annum plus bank holidays and an extra day off for your Birthday!

The perks and benefits that team members can expect to enjoy include:

- 6% employers contributory pension;
- Extra annual leave day for birthday;
- Annual team fun day; and
- 2 volunteer days per year to support a cause of your choice.

Skills and Experience

We are looking for a passionate and professional fundraiser who has experience meeting financial targets, securing corporate partnerships and seeing partnerships right through from lead generation to implementation and demonstrating the impact on both the charity and the business.

This role is predominantly a fundraising position that requires you to secure meetings, uncover income generating partnership opportunities, develop bespoke proposals and packages of support for the charity, present to clients and achieve income targets.

Experience

- A minimum of two years working in a similar corporate partnerships/fundraising role securing new business and/or forming partnerships with a range of organisations.
- Experience and understanding of the main partnership types, brand, strategic and Charity of the Year (COTY) corporate partnerships within the charity sector.
- Building and managing prospect/sales pipelines to achieve income targets.
- Using a range of research techniques to keep abreast of funding opportunities and to conduct due diligence on companies.
- Working collaboratively and in partnership with individuals, groups, organisations and stakeholders internally and externally.
- Providing excellent customer service and delivering on service level objectives across the organisation.

Skills

Essential

- Ability to remain calm under pressure and meet deadlines.
- Highly organised with a positive and proactive approach to work.
- Excellent reporting and presentation skills.
- Ability to work independently and proactively to source and secure new business.
- Highly motivated, loving nothing more than to raise income for charity impact.
- Passionate and persuasive communicator.
- Excellent listening and fact-finding skills.
- Understanding of the core aims and objectives of Manchester Pride.
- Confidence and conviction to pitch and ask for the business.
- Flexible and committed

Desirable

- Knowledge and experience of working within the charity sector
- Proficient using G-Suite or similar software; and
- Full UK Driving licence.

General

All staff are required to:

- Familiarise themselves with the organisation's policies and procedures held on the HR system accessible by all staff at any time;
- Act at all times within the organisation's rules, policies, procedures and any other statutory requirements;
- Be proactive, bring ideas, suggestions and contribute to business improvement;
- Undertake training as required;
- Attend staff and team meetings as required;
- Observe health and safety procedures in the workplace to ensure personal safety and to safeguard the interests and safety of colleagues, customers and visitors; and
- Undertake other duties and responsibilities as appropriate since all staff are expected to work flexibly within their skills level to respond to change.