



PARTNERSHIP MANAGER

APPLICATION PACK

MARCH 2025

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Dear Applicant,

RE: Application To Become Partnership Manager

Thank you for your interest in joining Manchester Pride.

Please find attached a detailed role description and person specification.

To apply for the role, you will need to read through this pack, complete the key skills form and submit it along with a CV and a short covering letter.

The deadline for applications is **Sunday 27th April 2025, 23:59**. Details of where to send your completed application form can be found in the notes.

If you have any questions, or wish to have an informal chat regarding becoming the Partnership Manager, please do not hesitate to contact me on lizzy@manchesterpride.com.

Yours Sincerely,

Lizzy Maginness
Head of Marketing & Growth



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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-focused 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.

You can find out more about our events, initiatives and grant schemes on our website.



PURPOSE

Celebrate, promote the rights, equality, visibility and rich diverse culture of LGBTQ+ people in Greater Manchester.

VALUES

UNITY

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

LIBERATION

Nobody's free until everybody's free.

JOY

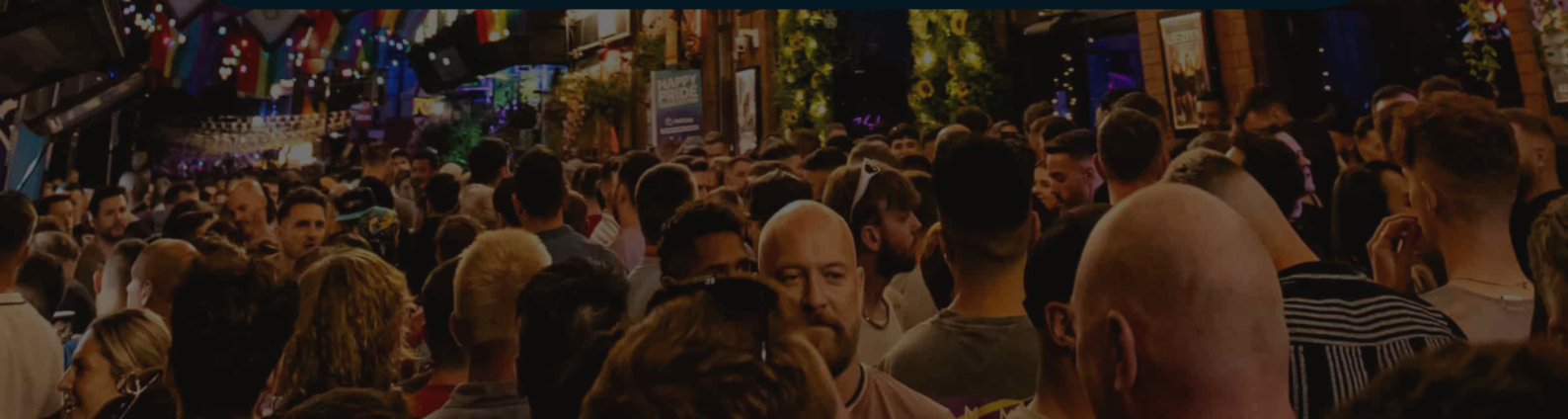
Celebrating and taking unrivalled pleasure in the queer expression and rich, diverse culture

OUR GOALS

Create opportunities for LGBTQ+ people in Greater Manchester to engage with and shape the format of our annual celebrations.

Provide a platform which showcases and elevates the rich diverse spectrum of LGBTQ+ talent in Greater Manchester.

Support grassroots projects and initiatives that encourage the wellbeing of LGBTQ+ people in Greater Manchester.



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Job title: Partnership Manager

Reports to: Head of Marketing & Growth

Place of work: Manchester City Centre + Flexible Working

Salary: £35,000 + Pension + Bonus

Contract type: Full time / Permanent

The Opportunity

Manchester Pride is committed to expanding its 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 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. Private sector partnerships and sponsorship play a huge role by helping us raise income to achieve our strategic goals.

We are looking for an outstanding, experienced, entrepreneurial and marketing savvy person to sustain the performance of a successful charity with an international impact. This highly driven individual will fully understand the nature of our work and be passion about our journey.

This is a truly unique role which provides the opportunity to directly impact the output of our charity whilst building and maintaining relationships with some of the most well known, high profile, local and international commercial partners.



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The Role

Reporting to the Head of Marketing & Growth, you will be responsible for; proactively identifying and qualifying partnership and sponsorship opportunities for our events. You will be responsible for developing and stewarding relationships, thinking creatively and strategically to develop compelling proposals to ensure affiliate content is commercially optimised. You will be leading pitches and representing Manchester Pride at key meetings.

This role will complement our commercial strategy, working closely with the Head of Marketing & Growth and Director of Engagement & Development to develop strategic and transformative partnerships for the whole charity.

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

Specific Responsibilities

- **Income Generation:** Identify philanthropic partnership opportunities and sell engagement opportunities. Identify sponsorship opportunities and sell multi-platform and experiential campaigns and sponsorships. Accountable for delivering an individual income target.
- **Lead Generation:** Seek new opportunities and develop existing partnerships and sponsorships to help achieve revenue targets.
- **Brief and Pitch:** Take briefs and work with the marketing and senior management team to respond to prospective partners' goals and objectives. Creating compelling presentations and leading on pitches. Be an Ambassador for Manchester Pride and the charity's events and initiatives.
- **Relationship Management:** Deliver world class customer service to build and maintain sponsors and increase the customer lifetime value. Supporting the wider team with chasing creative, providing specifications and working with sponsors and partners on appropriate creative content. Creating and delivering details post campaign analysis for all sponsors.
- **Sponsorship Delivery:** Manage the delivery, optimisation and prioritisation of campaigns. Manage, investigate and resolve delivery/performance issues to avoid revenue risk.
- **Strategy Development:** Staying up to date with the latest partnership, marketing, sponsorship and promotional trends. Working alongside the wider team to research, develop and propose new opportunities for Manchester Pride's income generation strategies.

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The above list of duties is indicative only and not exhaustive. The successful candidate will be expected to perform all such additional duties as are reasonably commensurate with the role. Please take note that due to the nature of our work, the flexibility to work outside normal office hours will be required.

Terms and Benefits

This is a permanent, full-time role - 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;
- Employee Assistance Programme
- Wellbeing buddy scheme;
- Annual team fun day; and
- 2 volunteer days per year to support a cause of your choice.



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Skills and Experience

We are looking for a professional, creative but commercially minded individual who has experience meeting financial targets, securing sponsorship and seeing deals through from lead generation to implementation and delivery, while demonstrating the impact for the charity and the sponsor.

This role is a sales position that requires you to secure meetings, uncover sponsorship opportunities, develop bespoke campaigns, present to clients and achieve sales targets. The role will work alongside a passionate and focussed team in a fast paced, lively and exciting environment.

Working closely with the marketing and engagement teams, the role will also require you to assist in the delivery of sponsorship and partnership campaigns, ensuring that they are on brand, editorially correct and will request campaign changes as necessary to maximise the performance of the sponsor and partner content.

Experience

- A minimum of two years experience in a similar sponsorship / business development role.
- Previous experience in campaign management.
- Understanding of commercial partnerships and co-promotional activations.
- Building and managing prospect/sales pipelines to achieve income targets.
- 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 smash targets.
- 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

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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.



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Application Process

Your completed application will be reviewed by the senior management team, who will then invite any suitable candidates to meet and discuss the role further in a formal interview.

Your application can be submitted via the [online portal](#). You may also submit your application by post FAO: Tom Youngman, Manchester Pride Ltd, Manchester One, 53 Portland Street, Manchester, M1 3LD.

Applications should be received no later than Sunday 27th April, 23:59.

- Shortlisting will commence after the closing date with interviews expected to take place late early May.

If you have any questions relating to the application process, please email tom@manchesterpride.com.

