



Bookmark

Change a child's story

CORPORATE PARTNERSHIPS MANAGER

Do you want to join a start-up charity with ambitious plans?

One in four children leave primary school unable to read to the expected standard. These children can struggle for the rest of their lives.

Reading isn't just about books. It's about reading a road sign, a tweet, a text from your gran. It's understanding an online job application form and the prescription that could save your life.

Bookmark helps children develop the reading skills they need to succeed in school and beyond, by creating flexible volunteering in the heart of our communities.

Help us change the story for more children

Bookmark's Corporate Partnership Manager will play an important role in facilitating the charity's 2019 growth plans, with a focus on attracting and fostering new corporate partnerships. These corporate partnerships will provide a significant and valuable source of volunteers for the charity, as well as funds for the charity at this important stage of growth.

We are a small but growing team of hard-working self-starters, who care about what we do. We aren't afraid to roll up our sleeves, try new ways of doing things, and support each other so that we can achieve our goals. If that sounds like you and you share our vision and values, we'd love to hear from you.

JOB DESCRIPTION

Relationship management

- Identify, research and develop new corporate relationships
- Build and manage a robust corporate prospecting programme to secure significant portfolio growth in the immediate and long term
- Develop and implement annual corporate partner recruitment and retention plans, setting and hitting targets for growing numbers, and ensuring retention levels are high
- Represent Bookmark on a regular basis, dealing with queries and meetings independently to both resolve and enhance donor satisfaction and confidence
- Understand what drives corporate engagement with a charity, presenting Bookmark's work compellingly in response to those needs, including opportunities for corporate volunteering
- Understand the problems and challenges faced by our corporate partners and identify ways the charity could help to address those challenges
- Scan the corporate environment and the plans of corporate partners to identify opportunities for further engagement or income
- Use risk-based analysis to focus effort and resources in the most efficient manner, ensuring maximum ROI is achieved for each activity undertaken
- Ensure that all activity helps to build Bookmark's brand and is always brand compliant
- Support senior members of the Bookmark team with corporate research and cultivation
- Maintain up to date records on Salesforce
- Prepare narrative/financial proposals and reports where necessary and effectively communicating Bookmark's aim and purpose

www.bookmarkreading.org



- Organise corporate cultivation events, where appropriate.

Volunteer acquisition and income generation

- Contribute to Bookmark's overall volunteer acquisition and income generation, as well as have ownership over a specific corporate partnership target
- Secure multi-year funding to ensure long term sustainability of Bookmark's programmes.

Operational excellence

- Assist in the development of the corporate partnership strategy
- Develop existing prospecting systems and trial new functions to improve donor lifecycle management and achieve planned objectives
- Ensure Bookmark's ethical fundraising policy is adhered to with respect to all donors
- Ensure complete and quality data is maintained in Bookmark's systems
- Supervise fundraising interns, as and when necessary
- Work co-operatively and supportively with other departments at all times.

PERSON SPECIFICATION

- Previous Corporate Partnerships Manager experience is essential
- Excellent track record in sales or account management, customer service or business development
- Excellent organisation, written and oral presentation skills, with the ability to articulate Bookmark's mission, goals and activity with passion and enthusiasm
- Superb interpersonal skills and the ability to influence, alongside having a personal presence
- Superb organisational skills, with strong attention to detail
- Ability to meet deadlines and targets and adopts a goal-oriented approach to work
- Flexible, adaptable, tenacious and enjoys working in a fast-paced growth environment
- Enthusiastic, professional and positive, with a strong desire to learn.
- CRM and / or SharePoint experience preferable
- Proficient in Microsoft Office (particularly Word, PowerPoint and Excel).

Bookmark is committed to safeguarding and promoting the well-being and welfare of children and requires everyone associated with the charity, including all trustees, employees, and volunteers to share this commitment. Successful applicants will need to undergo child protection screening appropriate to the role, including references from past employers and Disclosure and Barring Service checks. Bookmark is an equal opportunities employer and we welcome applications from all sections of society and communities we operate in.