

Business Development Senior Manager, Corporate Partnerships

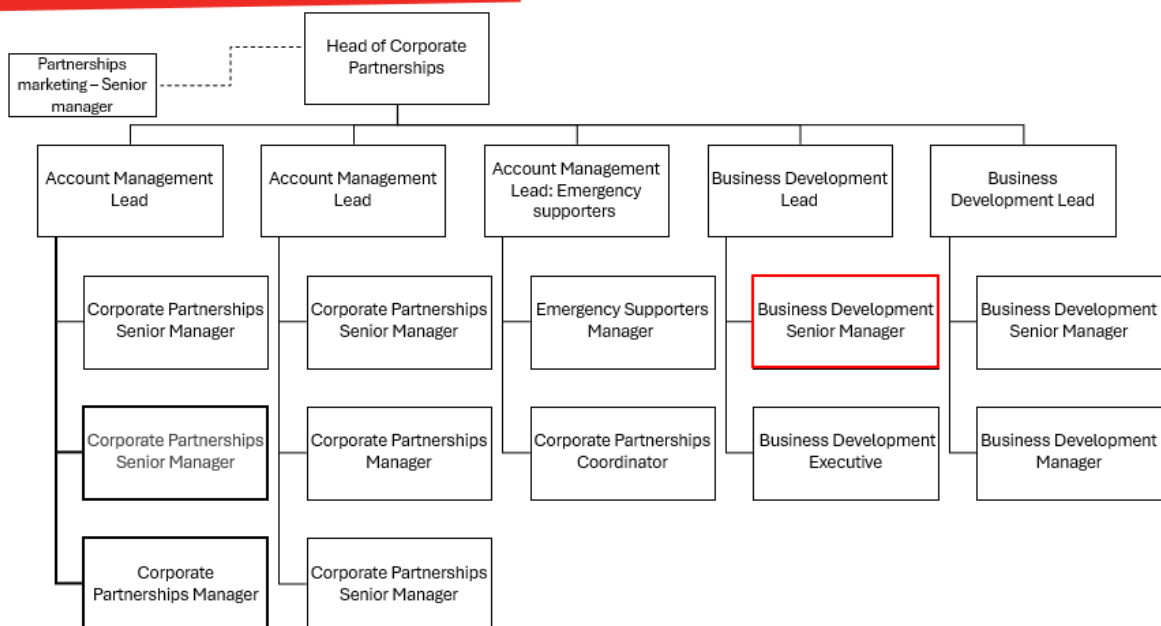
Job Level	5	Kornferry Function	CAC17
Directorate	Marketing, Fundraising and Communications	Function/Service	Corporate Partnerships, Partnerships & Philanthropy
Direct Reports	0	Indirect Reports	0
Line Manager Title	Business Development Lead	Budgetary Responsibility	£400k per year of income

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Team overview

Corporate Partnerships: Organogram



The Business Development Senior Manager sits within the Corporate Partnerships Team, part of the Partnerships and Philanthropy Department, which is a core pillar of the Marketing, Fundraising and Communications Directorate. The Corporate Partnerships Team has a strong track record of securing and growing long-term, strategic, and mutually beneficial relationships with UK-based companies, including Aviva, Barclays, British Airways, JLR/Defender, Reckitt, Tesco, and the Wimbledon Foundation.

These partnerships span a diverse range of fundraising and engagement approaches, including:

Strategic and Brand Engagement

- Strategic, shared-value partnerships
- Brand-aligned and socially responsible collaborations
- Cause-related marketing initiatives

Employee and Workplace Engagement

- Employee and volunteer fundraising programmes

Commercial and Innovation Partnerships

- Commercial marketing activations
- Sponsorship opportunities

Global Engagement

- Multi-country collaborations

Purpose of the role

The Senior Business Development Manager plays a pivotal role within the New Business Development sub-team, driving the acquisition of high-value, multi-year corporate partnerships that deliver meaningful shared value for the British Red Cross and its partners. The post holder is responsible for developing and securing six- and seven-figure strategic partnerships, ensuring each relationship aligns with organisational priorities and delivers clear, measurable impact.

This role builds and nurtures relationships across prospective partner organisations at multiple levels and functions. Success in the role relies on strong commercial insight, an expert understanding of corporate partnership best practice, and the ability to tailor engagement approaches to each company's motivations, opportunities, and strategic drivers.

The Senior Business Development Manager contributes to the development and delivery of the new business strategy and supports the effective management of the new business pipeline. They will role-model high standards of professionalism and excellence in partnership development, actively sharing expertise and contributing to a culture of collaboration, learning, and continuous improvement.

The role is highly cross-functional. The post holder will work closely with teams across the British Red Cross—including Volunteering, Retail, Marketing and Communications, UK and International Operations, and other Red Cross and Red Crescent National Societies—to shape compelling propositions and deliver an integrated, organisation-wide approach to securing new corporate relationships.

Requirements

Key Responsibilities	New Business Generation <ul style="list-style-type: none"> • Lead approaches and negotiations to secure new, strategically aligned, multi-year six- and seven-figure corporate partnerships in line with the British Red Cross Corporate Partnerships strategy and agreed income targets. • Cultivate, progress, and maintain a high-quality pipeline of corporate prospects, applying best-practice partnership development and insight-driven prospecting. • Maximise opportunities for additional income from new contacts during emergency or other one-off appeals; proactively build relationships with emergency-only supporters to convert them into longer-term strategic partners. • Develop and maintain excellent relationships across the British Red Cross and the wider global Red Cross and Red Crescent Movement to identify, co-create, and shape compelling partnership opportunities. • Build strong multi-level relationships with senior corporate stakeholders and influencers, tailoring approaches to the unique drivers and motivations of each company. • Work cross-functionally to integrate inputs from internal teams (including Marketing & Communications, Operations, Volunteering, Retail, Restricted Funding, and International teams) when developing partnership propositions. • Collaborate with IFRC and other National Societies when shaping multi-country or global new business opportunities. <p>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</p>
Knowledge and Skills Essential	<ul style="list-style-type: none"> • Experience in corporate fundraising or corporate new business, ideally within the charity or NGO sector.

	<ul style="list-style-type: none"> • Proven track record of securing six- and seven-figure corporate partnerships, including complex, multi-year agreements. • Experience identifying, cultivating, and converting high-value corporate prospects. • Understanding of Corporate Social Responsibility (CSR), Environmental, Social and Governance (ESG) priorities, or brand and marketing techniques. • Understanding of both Business Development and Corporate Partnerships disciplines, including the opportunities and challenges associated with each. • Experience of building strong, influential, and collaborative relationships with stakeholders at all levels—including senior corporate decision-makers—to nurture and secure integrated partnerships. • Strong written and verbal communication skills, with the ability to produce clear, compelling, and tailored donor-facing materials, proposals, and pitches. • Sound understanding of business development principles, including experience monitoring pipelines, KPIs, and performance against targets. • Experience of negotiation and influencing skills, with experience navigating senior-level conversations and complex stakeholder environments. • Understanding of budgeting and core financial management principles. • Working knowledge of CRM systems and proficiency in Microsoft Outlook, Excel, PowerPoint, and Word.
Knowledge and Skills Desirable	<ul style="list-style-type: none"> • Experience of working in a comparable role in a corporate setting • Track record of securing multi-country or global partnerships, ideally through collaboration with colleagues or federated networks. • Experience of developing charity-corporate partnership strategies, including leading discrete strategic projects or organisational initiatives.
Additional Requirements	<ul style="list-style-type: none"> • There may be the occasional requirement to attend events outside of normal working hours • There may be occasional requirement to travel within UK and internationally

Pre Engagement Checks	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	No
International Roles Only	
International Police Check	No
International Driving Licence for manual cars	No

Role Reference		Review Date	16/1/26
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.