

Corporate Partnerships Business Development Lead

Job Level	Level 5	Job Reference No:	8194
		Role review date:	04/2024
Directorate	Partnerships & Philanthropy	Function	Marketing & Fundraising
Service	Fundraising and Supporter Engagement	Reports to:	Head of Corporate Partnerships

Scale and scope of role

Direct reports	2 direct line reports	Indirect reports	
Budget responsibility/ accountability	Individual in year income target of £250k and approx. £800k line reports p/a plus £1m collective target for pledged income in following year	Accountable for other resources	Individual and team responsibility to generate more than money value for BRC including GIK, skills sharing, influencing and campaigns reach and volunteer recruitment.

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

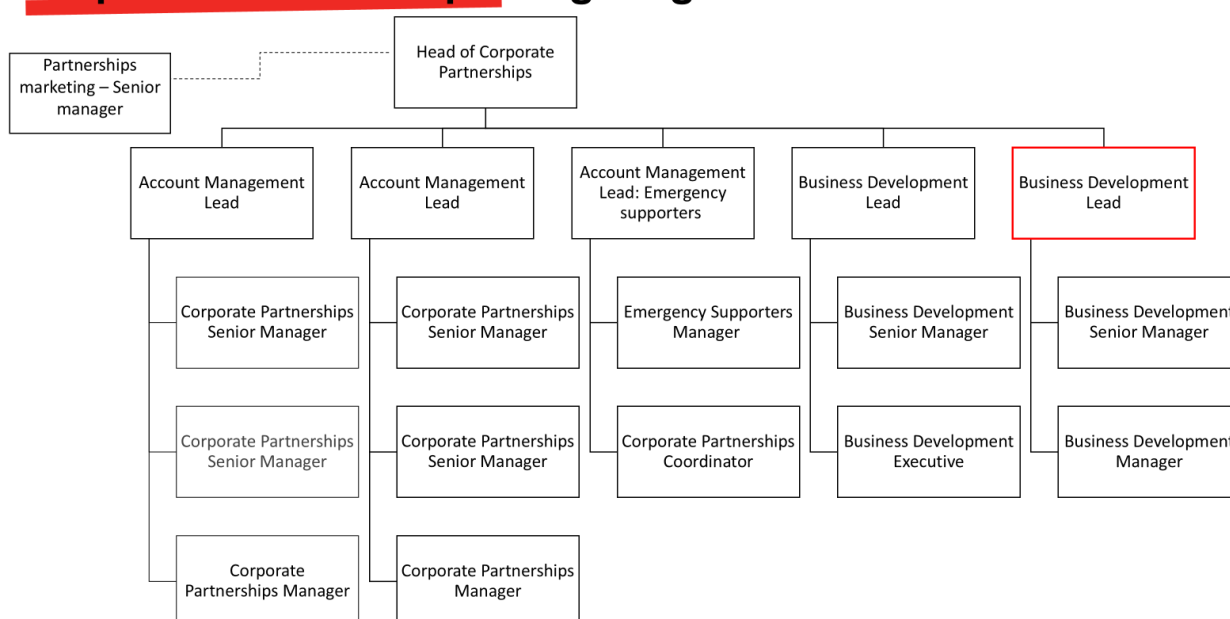
Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

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.

Corporate Partnerships: Organogram



The Business Development Lead 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 **Business Development Lead** provides strategic leadership to the New Business Development sub-team. The post holder is responsible for securing best-in-class, high-value, multi-year corporate partnerships—typically six- and seven-figure agreements—that deliver shared value for the British Red Cross and its partners. Each partnership will be developed to ensure mutual benefit and measurable impact.

This role builds relationships across partner organisations at multiple levels and functions. It is grounded in a deep understanding of corporate partnership best practice and a commitment to identifying and responding to each company's unique drivers for engagement.

As a senior position, the Business Development Lead will manage the new business pipeline, set and implement team strategy—including prospecting approaches—and oversee two direct reports. They will mentor and empower their team to maintain consistently high standards of partnership development, while fostering a culture of excellence, collaboration, and continuous improvement within the wider team.

Internally, the role works cross-functionally to deliver new relationships. The post holder will collaborate 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. This integrated approach strengthens corporate engagement efforts both nationally and globally.

Requirements

Key Responsibilities	<p>New Business</p> <ul style="list-style-type: none"> • Oversight of approaches and negotiations to secure new, strategic, multi-year six and seven figure corporate partnerships in line with the British Red Cross Corporate Partnerships strategy and to deliver against agreed income targets. • Responsible for maximising opportunities for additional income from new contacts during emergency or other one-off appeals; leading on building relationships to generate new prospects to convert into longer term partnerships. • Responsible for developing, managing and maintaining excellent relationships with colleagues across the British Red Cross charity and global Red Cross and Red Crescent Movement to identify and co-create new opportunities for the organisations. <p>Line Management responsibilities</p> <ul style="list-style-type: none"> • Strategic leadership, management and responsibility of the development of two direct line reports with regular 1-2-1s, setting individual objectives and KPI's and appraisals. • Provide expertise and guidance by coaching and directly supporting Business Development Managers with partnership development. <p>Strategic direction and leadership</p> <ul style="list-style-type: none"> • Play a lead role in the creation of the New Business and Corporate Partnerships strategy. Oversee the implementation of this strategy, track progress against objectives and set key milestones with the aim of making the British Red Cross a compelling charity for companies who want to develop an integrated partnership. • Ownership and management of the new business pipeline and take a lead role in forecasting future income. This will include working closely with the Head of Corporate Partnerships and Director of Partnerships and Philanthropy to track progress, and lead conversations about possible opportunities and areas of risk. • Take on cross-organisational lead roles for the Corporate Partnerships Team, as needed. <p>Account Management Support</p> <ul style="list-style-type: none"> • Responsible for ensuring that there is a clear and smooth transition of new partners to the account management team and ensuring that donors are well supported during this process
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	<p>Supporting the team</p> <ul style="list-style-type: none"> • Create an environment of best practice by leading on the development of models, tools and templates across the Corporate Partnerships team, Partnerships Department, British Red Cross and where appropriate, sister Red Cross Red Crescent National Societies and International Federation of the Red Cross (IFRC) and International Committee of Red Cross (ICRC) on securing high value, multi-year, multi-country corporate partnerships • To undertake any other duties that may reasonably be required by the Director of Partnerships or Head of Business Development, including acting as team lead for contracts and legal, key projects and campaigns, representing BRCS at events and meetings with corporate supporters as and when require • To uphold the Fundamental Principles of the Red Cross and Red Crescent Movement and to work within the Society's Equal Opportunities Policy. <p>Leadership Behaviours</p> <ul style="list-style-type: none"> • Authentic, consistent and honest leader. • Actively listens and allows others to be heard. • Adaptable to changing needs, pressures and opportunities • Empowers others based on their skills and expertise. • Dynamic, inclusive, compassionate and courageous. <p>Team Leader</p> <ul style="list-style-type: none"> • All team members understand their responsibilities and objectives. • All resources involving staff are managed in accordance with BRC policies and procedures. • All staff are kept informed of all relevant organisational plans and updates on development. • Team ideas and comments are communicated and forwarded appropriately. <p>Team Member</p> <ul style="list-style-type: none"> • Actively participates in all team meetings. • Supports other team members
<p>Knowledge and Skills Essential</p>	<ul style="list-style-type: none"> • Strong understanding and experience of corporate fundraising Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) and/or brand and marketing techniques. • Understanding of the opportunities and challenges related to both Business Development and Corporate Partnerships. • Highly developed written and verbal communication skills to produce clear, tailored and persuasive donor facing materials such as proposals and pitches to a range of audiences in an inspiring and confident way • Proven ability to form positive, productive and collaborative relationships with internal and external stakeholders, and operate at a senior management level • Sound understanding of Business Development principles and direct experience of regularly monitoring Pipeline and KPIs for team activities and key corporate partnerships and projects • Line management and team leadership experience • Ability to develop market research, competitor analysis, develop compelling proposals/pitches and partnership frameworks. • Ability to understand budgeting and financial management skills.

	<ul style="list-style-type: none"> • Strong negotiation and influencing skills. • Working knowledge of a CRM database, Outlook, Excel, PowerPoint and Word software.
Knowledge and Skills Desirable	<ul style="list-style-type: none"> • Ability to write analytical and strategic papers for senior management. • Influence for success across a multi-stakeholder organisation
Experience Essential	<ul style="list-style-type: none"> • Substantial experience working for a charity in a corporate fundraising or a Business Development management role within a sales/marketing environment • Experience of direct line management, with multiple line reports and developing staff • Substantial experience of winning high value (£250k+) partnerships, with the proven ability to meet fundraising targets and maximise other opportunities. • Substantial experience managing business development cycle and activities including managing own and other's pipeline. • Experience of building strong and effective donor relationships at all levels, including senior management to deliver integrated, collaborative partnerships. • Experience of planning and managing complex projects working across a variety of internal and external stakeholders
Experience Desirable	<ul style="list-style-type: none"> • Experience of securing multi-country corporate partnerships would be an advantage • Experience of delivering presentations to donors and chairing strategic meetings with a range of internal and external stakeholders • Experience of developing best practice models, templates, and tools to deliver successful corporate partnerships
Additional requirements	<ul style="list-style-type: none"> • Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. • Recognise and value the contribution of others • Work collaboratively to realise opportunities or raise and solve issues, building trust to create shared understanding • Take a varied solutions-focussed approach to solving problems and share best practice with others • Display leadership and accountability within the role • Demonstrate effective communication, tailoring and choosing the approach which will have the greatest impact • Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.

The duties and 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.

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.