

Corporate Partnerships Account Management Lead

Job Level	5	Kornferry Function	CAC17
Directorate	Marketing & Fundraising	Function/Service	Corporate Partnerships, Partnerships & Philanthropy
Direct Reports	3	Reports to	Head of Corporate Partnerships

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 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 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.

Team overview

The **Account Management 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:

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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 Account Management Lead provides strategic leadership and oversight to a sub-team of Account Managers, delivering best-in-class corporate partnerships with a strong focus on both delivery and growth. The role ensures that each partnership is effectively managed to maximise mutual value and impact.

Working across partner organisations, the role builds and strengthens relationships 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.

The Account Management Lead supports, mentors and empowers their line reports across the team to uphold consistently high standards of partnership delivery. This helps foster a culture of excellence, collaboration, and continuous improvement.

Within the British Red Cross, the role works cross-functionally to deliver partnership objectives. They collaborate with teams across the Directorate, as well as Regional Fundraising, 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	Strategic Direction and Account Management
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	<ul style="list-style-type: none"> • Strengthen and coordinate strategic planning across accounts, identifying and monitoring opportunities, synergies, and risks within partnerships. • Provide guidance and support to key accounts and their account managers, including leading steering and evaluation meetings. Support the team in identifying and developing growth opportunities within partnerships. • Contribute to the implementation of the team strategy to maximise fundraising and deliver added value to the British Red Cross through the delivery, evaluation, growth, and retention of large-scale, high-value, multi-year partnerships. • Lead the development and sharing of best practice models, processes, tools, and templates across the Account Management function, the wider Corporate Partnerships team, the Partnerships Department, and, where appropriate, with sister Red Cross and Red Crescent National Societies and the International Federation of the Red Cross (IFRC). • Collaborate with the Head of Corporate Partnerships to manage Account Management budgets, including monthly reconciliations, reforecasts, and annual planning. Ensure strong data management practices are maintained across internal systems. • Oversee the development and delivery of partnership impact reporting, ensuring alignment with partner objectives and clearly demonstrating the value and outcomes of each collaboration. • Lead and deliver strategic projects as required, supporting the Account Management function, the wider Corporate Partnerships team, and/or the Red Cross Red Crescent Movement. • Maximise opportunities for additional income generation from existing partners during emergency appeals and other one-off campaigns. • Stay informed of trends and innovations in corporate partnerships and the wider fundraising landscape, sharing insights to inform strategy and enhance partnership delivery. • Embed principles of equity, diversity, and inclusion in partnership delivery and team leadership, ensuring inclusive practices in all aspects of the role. <p>New Business Support</p> <ul style="list-style-type: none"> • Work closely with the New Business Senior Manager and Head of Corporate Partnerships to enhance knowledge sharing and learning across teams, ensuring a smooth transition of prospects into active partnerships. • Attend meetings with prospective partners to provide insight into the high-quality stewardship and support offered by the Corporate Partnerships team.
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	<p>Team Support</p> <ul style="list-style-type: none"> • Lead key projects and campaigns, representing the British Red Cross at events and meetings with corporate supporters. • Manage relationships with internal stakeholders, ensuring coordinated approaches to new and existing corporate engagement. <p>Team Leadership</p> <ul style="list-style-type: none"> • Ensure all team members understand their responsibilities and objectives. • Manage staff resources in line with British Red Cross policies and procedures. • Keep staff informed of relevant organisational plans and developments. • Facilitate the communication of team ideas and feedback to appropriate channels. • Champion continuous learning and development within the team, identifying training needs and supporting professional growth to build capability in account management. <p>Team Membership</p> <ul style="list-style-type: none"> • Actively participate in team meetings and initiatives. • Support colleagues across the team. • Work and behave in accordance with British Red Cross policies and procedures. <p>Uphold the fundamental principles of the Red Cross and act with integrity, reflecting the Society's values: inclusive, compassionate, courageous, and dynamic.</p>
Budgetary responsibility/ accountability	Oversight of around £2.6m worth of corporate partnerships income
Knowledge & Skills Essential	<ul style="list-style-type: none"> • Financial literacy: Strong ability to interpret and summarise financial information, and to demonstrate value for money in proposals, negotiations, and reporting. • Corporate social responsibility expertise: Deep understanding of CSR principles and the standards required to build and sustain successful, long-term corporate-charity partnerships. • Marketing acumen: Solid understanding of marketing principles and experience applying them to partnership development, brand alignment, and campaign delivery. • Presentation skills: Highly developed ability to present projects, fundraising activities, and strategic plans to a variety of audiences in a confident and inspiring manner.

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	<ul style="list-style-type: none"> • Stakeholder engagement: Proven ability to build and maintain strong working relationships with corporate contacts, including at senior management level, even in challenging contexts. • Project and activity planning: Able to take accountability for planning and progressing activities and projects in line with partnership and team objectives. • Performance monitoring: Direct experience of regularly tracking and reporting on KPIs for key corporate partnerships and projects. • Negotiation and influence: Demonstrable ability to negotiate and persuade effectively across a range of audiences and contexts. • Internal collaboration: Proven ability to form positive and productive relationships with internal stakeholders across departments.
Knowledge & Skills <i>Desirable</i>	<ul style="list-style-type: none"> • IT proficiency: Well-developed computer skills including Word, Excel, PowerPoint, and email. • Written communication: Highly developed written communication skills that result in the production of clear and persuasive fundraising documents and donor communications. • Interpersonal and networking: Proven interpersonal and networking skills to build productive, effective, and close working relationships. • Negotiation and sales approaches: Familiarity with negotiation and sales models, with the ability to apply them effectively in partnership development and stakeholder engagement.
Experience <i>Essential</i>	<ul style="list-style-type: none"> • Strategic partnership delivery: Experience supporting or leading a range of partnership types, including strategic and brand-aligned collaborations, cause-related marketing, employee and volunteer engagement, commercial activations, sponsorships, and multi-country/global partnerships. • Strategic partnership delivery: Experience supporting or leading a range of partnership types, including strategic and brand-aligned collaborations, cause-related marketing, employee and volunteer engagement, commercial activations, sponsorships, and multi-country/global partnerships. • Corporate fundraising: Substantial experience working in a corporate fundraising role within the charity sector. • Line management: Proven experience of direct line management, including overseeing multiple reports and supporting staff development. • High-value partnership management: Significant experience managing high-value corporate partnerships, with a strong track record of meeting fundraising targets and maximising wider opportunities. • Donor relationship building: Demonstrated ability to build strong and effective donor relationships at all levels, including senior management, to deliver integrated and collaborative partnerships. • Strategic planning: Experience in developing and delivering strategy for large-scale corporate partnerships or complex projects. • Stakeholder communication: Experience of delivering presentations to donors and chairing strategic meetings with a range of internal and external stakeholders.
Experience <i>Desirable</i>	<ul style="list-style-type: none"> • Experience of developing best practice models, templates, and tools to deliver successful corporate partnerships.

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Additional requirements	Essential Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy.
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Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	No

Role Reference		Review Date	1/08/25
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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.