

JOB DESCRIPTION

Job Title	Partnerships Campaigns Manager
Grade	PO2
Department	Fundraising & Communications
Reports to	Head of Partnerships
Job Location	London
Duration	Permanent
Working Hours	Full time (37.5hrs per week)
Salary Band	£36,383 - £39,198

JOB PURPOSE

For almost 40 years, across nearly 50 countries, we have led the global fight against hunger. We save the lives of children and their families. We are there for them before and after disaster strikes. We enable people to provide for themselves, see their children grow up strong, and build prosperous communities. In 2017, Action Against Hunger reached over 20 million people. In the UK we have grown well over the last 20 years, increasing our income and staff numbers accordingly. We are now placed to continue this growth and meet our ambitions for 2020 and beyond.

Our Fundraising & Communications department has grown to a talented and passionate team of 38 people. We're proud of our commitment to building the highest quality of relationships with our supporters and our portfolio of established and developing fundraising activities. We are confident we have the foundations in place to continue our growth and meet our ambition of raising £5m of private income per year by 2020.

The Partnerships Campaigns Manager will be responsible for developing and implementing the strategy for our annual restaurant fundraising campaign Love Food Give Food. Uniting hundreds of restaurants, motivating thousands of restaurant employees and engaging millions of diners, the Love Food Give Food Campaign generates a minimum of £500,000 each year and is the organisation's biggest moment of public engagement.

The Partnerships Campaigns Manager will identify areas of growth for the campaign, and ensure effective project management. You will lead on securing high value partnerships for the campaign and you will motivate the Partnership team internally, as well as leading the project team across the organisation.

You will work with the Head of Partnerships and the wider Partnerships team to ensure ambitious supporter journeys for Partners, ensuring excellent account management of current partners and recruitment of long term high value partners.



KEY DUTIES AND RESPONSIBILITIES

Lead on developing a vision and strategy for our annual fundraising campaign, Love Food Give Food, which fully responds to marketplace insight, internal trends and opportunities. You will identify opportunities to grow the campaign outside of the hospitality industry.

Contribute to the development of the Partnerships strategic plan. Report on marketplace and supporter insight to inform strategic direction and improve performance.

Effectively project manage all elements of the Love Food Give Food campaign, in line with Action Against Hunger's project management standards.

Complete an annual analysis of the Love Food Give Food campaign, identifying trends and learning that will improve future performance.

Lead on recruitment of Love Food Give Food partners and lead the Partnerships Team to secure new high value partners, in order to increase the value of the campaign.

Lead on approaches to prospective longer-term high value partners, creating and delivering high quality, innovative and engaging proposals/pitches, ensuring a tailored approach to all.

To deliver account management to a number of new business and longer term partners, maintaining a culture of excellent account management and developing supporter journeys that maximise life-time value.

Complete an annual analysis of the Love Food Give Food campaign, identifying trends and learning that will improve future performance.

Lead a project team of key stakeholders from across the organisation, ensuring Love Food Give Food is prioritised and all stakeholders are clear on their responsibilities in order to deliver a successful campaign.

Be an efficient and supportive line manager: to lead, inspire and develop the Senior Partnerships Officer, supporting them in delivering a high standard of relationship management in order to achieve agreed KPIs.

Work collaboratively across Action Against Hunger, including our other international offices, to share and apply knowledge that will contribute to the development of the Love Food Give Food campaign and other global partnership opportunities

Develop networks to forge beneficial relationships, keeping fully abreast of trends and developments informing the development of sector leading activities. Ensure Action Against Hunger is up to date and compliant with sector legislation and best practice (i.e. IOF, Fundraising Regulator, GDPR, etc).



DIMENSIONS

Line-management and intern/volunteer supervision as required.
To deputise for the Head of Partnerships when required.
Oversight of the design and monitoring of the Love Food Give Food budget.
A willingness to work flexibly, from other sites, and attend events outside of core hours/weekends would be expected.
You may be expected to undertake other duties that are commensurate with this role/grade.

DECISIONS AND JUDGEMENT

The job involves working within the overall policy of the organisation.
The work involves using wide discretion and initiative over a broad area of activity.
Within Action Against Hunger's procurement guidelines, negotiate terms with suppliers and partners.
Ensuring the activities responsible for are compliant with relevant legal and best practice guidance.

PERSON SPECIFICATION

Qualifications / education required

Essential	<ul style="list-style-type: none"> Educated to a degree level or equivalent experience gained
Desirable	<ul style="list-style-type: none"> Knowledge of restaurant and/or food and hospitality industry

Experience required

Essential	<ul style="list-style-type: none"> Experience of the UK fundraising sector or equivalent experience in Corporate Sales with a demonstrated track record of successful fundraising results and income growth. Managing and nurturing strong, mutually beneficial relationships with corporate partners for the long-term benefit of an organisation, including developing and implementing meaningful supporter journeys. Experience of increasing partner and individual value through management and nurturing of relationships. Demonstrable experience of managing a complex project/campaign. Experience of working with external agencies and suppliers. Demonstrable ability to understand and analyse business economy and what drives corporate behaviour.
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Desirable	<ul style="list-style-type: none"> • Experience in communicating (both verbally and in writing) complex technical information into easily accessible material. • Experience of being an ambassador for an organisation and presenting its work to different audiences, including large groups of staff and the general public. • Demonstrable experience and/or personal commitment to promoting gender equality and diversity. • IT literate with good experience of MS Office and other relevant IT systems as appropriate for the role, and advanced skills in MS Excel. • Demonstrable interest and/or experience in international development.
	<ul style="list-style-type: none"> ▪ Team and line-management experience ▪ Working with a database, preferably Raiser’s Edge

Competencies required
Ability to think strategically and make sound business decisions while balancing competing priorities.
Ability to evaluate decisions in the short, medium and long term.
Ability to identify key business opportunities and challenges and use these to guide innovation and manage change.
Financial management and risk management skills.
Leadership skills; to be highly articulate and credible at senior levels internally and outside the organisation.
Excellent problem solving skills and ability to provide practical solutions.
Articulate and credible at the most senior levels internally and outside the organisation.
Sets clear, meaningful, challenging, and attainable personal goals that are aligned with those of the organisation.
Excellent negotiating and influencing skills to maximise support from donors and key stakeholders.
Performance driven with the ability to analyse and monitor figures and activities to focus on reaching individual and team targets.
Demonstration of an international outlook and comfortable working across different cultures and levels of society.
Flexible and adaptable to changing needs and responsibilities.
Responds positively to change or set-backs with increased efforts and encourages others to do so.
Displays a positive attitude about the work to be done, supporters, co-workers, and employer policies.
Committed to Action Against Hunger’s vision, mission, values and Charter of Principles.



Agreed	Matthew White, Director of Fundraising & Communications
Date	August 2019
Authorised	Maria Eaton, Director of Human Resources
Reviewed on	August 2019