



PARTNERSHIPS MANAGER

Location: Flexible remote with regular presence at our office in Horsham, West Sussex for team meetings

Salary circa £36,000 FTE depending on experience

Level Grade 5, Band B

Full-time 35 hours per week

About the Charity

Born Free works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.

We promote Compassionate Conservation to enhance the survival of wildlife, especially threatened species in the wild, and to protect natural habitats while respecting the needs and safeguarding the welfare of individual animals. We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.

Set up initially as Zoo Check in 1984 by Bill Travers, Virginia McKenna and their son Will Travers, Born Free has worked tirelessly for nearly 37 years to prevent captive animal suffering and phase-out zoos. Will continues to lead the organisation as Executive President, and Virginia remains active on the Board of Trustees, working closely with the team to share our vision and programmes on public forums.

The Opportunity

There has never been a more exciting time to join Born Free's team, as we invest more in our programmatic work than ever before. We are recruiting for a motivated, proactive, and highly commercial Partnerships Manager to generate and grow income from corporate partners, to support the charity's programme of vital work. This role will also seek market opportunities arising from the national and international growth in digital commerce. Born Free is wholly committed to capitalising on the new wave of commercial innovation and to increase our sustainability, for the benefit of our vital work, to support our mission, and to keep wildlife in the wild.

This fantastic opportunity would best suit an individual with successful and proven experience in achieving income targets in either corporate partnerships or the commercial sector.

The Role

The Partnerships Manager will be energetic and entrepreneurial, and have the confidence, authority and experience to be immediately credible, internally and externally. Key tasks will include:

- **Strategy and planning:** Work with the Head of Fundraising and programmatic heads of department to develop and deliver an ambitious, innovative and sustainable partnerships programme which supports Born Free's diverse programmes portfolio and ensures that all commercial activities meet or exceeds agreed targets;
- **Account management:** Act as the day-to-day lead and central point of contact for key commercial partnerships, (both traditional corporates or within new technology sectors i.e., Non-Fungible Tokens), ensuring these accounts are handled in a timely and strategic manner to maximise their full potential over the long-term and in doing so provide Born Free with increased revenue year on year;
- **New business:** Working with the Executive President, support business development activities by leading on the identification and delivery of commercial partnership proposals and plans to relevant decision-makers to engage new partners, reach agreed fundraising targets and to support wider organisational objectives, where needed;
- **Affiliates:** Direct, manage and drive the licensing and external non-Born Free merchandise strategy through the creation and delivery of an affiliate programme;
- **Records and reporting:** Work closely with the Head of Fundraising and wider team to develop and maintain accurate systems for recording and reporting against all partnership activities, including through the delivery of regular reviews of income, pipeline and reporting criteria and the delivery of reports for the Executive Team and Trustees;

- **Representing Born Free:** Represent Born Free in key external funding relationships and with third party organisations as required, clearly and effectively communicating their animal welfare and wildlife conservation priorities, and enhancing the brands popularity and understanding at every opportunity;
- **Collaboration:** Build relationships and work collaboratively with internal stakeholders, external partners and other charities as required to develop effective, sustainable and innovative partnerships, while promoting Born Free's overall mission and objectives;
- **External trends and regulation:** Keep up to date with commercial and sector trends and legislation, and ensure compliance with the Charity Commission, fundraising regulation, and legal requirements within Corporate Fundraising;
- **Ownership and accountability:** Take collective responsibility for delivering the objectives of the Fundraising Department in accordance with the strategy established by the Executive Management Team and approved by the Board of Trustees;
- **Staff development:** Line manage and support the development of the Partnerships Officer, ensuring clear goals are set and delivered against.

The successful candidate should ideally demonstrate the following attributes:

- Educated to degree level, ideally with a relevant qualification;
- Minimum 5 years in a similar role, with demonstrable experience, creativity and innovation in corporate fundraising, and achieving targets from commercial partnerships;
- Experience in influencing, negotiating and problem solving at a senior level and management of expectations and risk to protect Born Free's reputation and financial interests;
- Highly professional with first class presentation and communication skills and gravitas to build strong external relationships and inspire confidence with colleagues and a range of external stakeholders to enhance and strengthen the organisations profile;
- Ability to undertake market research and analysis and produce business plans/recommendations (including all associated costs and forecasted revenue for the business), to ensure that all business development opportunities (new products, services and markets) are optimised;
- Excellent financial/business acumen, numeracy skills and sound business judgement with a passion for achieving high levels of excellence;
- Decisive and straightforward; low ego and a team player; high levels of drive and energy and a sense of humour;
- Innovative with entrepreneurial flair and proven strategic aptitude and a healthy level of curiosity for current affairs;
- Highly organised with the ability to plan, prioritise and deliver to tight time frames and to work intuitively with a "can do", flexible and entrepreneurial approach, in a small, fast-paced and dynamic team;
- Proficiency with Microsoft computer packages, and an ability to work with and interrogate databases and spreadsheets to inform decision making;
- A strong empathy and engagement with the work of Born Free, and the desire to drive it forward, bringing energy and determination to its mission.

The candidate will report directly to the Head of Fundraising and has one direct line report.

Our excellent benefits package includes opportunities for continuous professional learning, a generous annual leave entitlement, working from home with regular team meetings (Covid permitting) to help you maintain a healthy work-life balance, wellbeing support, and a competitive pension.

Born Free is an Equal Opportunities employer and positively encourages applications from suitably qualified and eligible candidates, regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity. We welcome requests for flexible working.

Applications with a covering letter and CV should be sent to bornfreehr@aspiringhr.com.

Important: Please include PM/22 in the subject of your email.

We will review applications on a rolling basis and reserve the right to close the role at any time. Thank you for your interest.