

Job Description

Job Title:	Corporate Partnerships Manager
Location:	Remote in the UK (homebased) with occasional travel
Managed by:	Head of Partnerships
Hours:	35 hours per week (part-time considered)
Contract:	Permanent
Salary:	FTE: £30,000-£34,000 per annum dependent on experience

Job purpose

This is a particularly exciting time to join Cruse Bereavement Support. As we deliver our 3-year strategy, we are undergoing a significant transformation to ensure we provide the best possible support to bereaved people across England, Wales and Northern Ireland. The Corporate Partnerships Manager role will be central to achieving this vision by developing and delivering a high-performing corporate partnerships programme that drives sustainable income growth and long-term strategic relationships.

Working within the Income Generation and Communications Department, as part of the Partnerships Team, you will lead on the development, management and growth of Cruse's corporate partnerships portfolio, securing new partnerships and maximising the value of existing relationships. You will create compelling partnership propositions, negotiate mutually beneficial agreements, and provide excellent stewardship to ensure partners feel valued, engaged and inspired.

You will work closely with colleagues across the Income Generation, including the External Training and Consultancy team, to identify opportunities, build relationships and maximise support from companies who may wish to engage with Cruse through partnerships that span multiple income streams. This collaborative approach will help ensure a joined-up experience for partners and unlock the full value of corporate relationships.

About you

You will be an experienced relationship manager with strong commercial awareness, excellent communication skills and a track record of delivering against income targets. Your work will directly contribute to enabling Cruse to reach more people in need of bereavement support every year.

This role will require occasional travel to meet corporate partners or attend team meetings

We help people through one of the most painful times in life
– with bereavement support, information and campaigning.

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

Key responsibilities

- To work with the income generation team to secure over £400k annually through Corporate Partnerships.
- Develop and deliver Cruse's corporate partnerships strategy in line with the wider Income Generation and organisational strategies.
- Manage and grow a portfolio of corporate partners, securing income through sponsorship, charity of the year partnerships, cause-related marketing, employee fundraising and strategic partnerships.
- Proactively identify, research and cultivate new corporate partnership opportunities, building and maintaining a strong prospect pipeline.
- Create high-quality, persuasive partnership proposals, pitches and presentations tailored to corporate audiences.
- Play a key role in the negotiation and contracting of corporate partnerships, ensuring clear objectives, deliverables and reporting requirements are agreed.
- Provide excellent stewardship to corporate partners, including regular communication, impact reporting, and development of creative engagement opportunities.
- Work closely with the External Training and Consultancy team to identify corporate prospects, develop joint approaches and maximise opportunities with companies interested in partnerships that work across different income streams.
- Collaborate with colleagues across Income Generation to develop integrated partnership propositions that combine corporate fundraising, external training and other relevant offers such as Community Fundraising or challenge events.
- Ensure effective internal communication and handover of corporate relationships where multiple teams are involved, maintaining a coordinated and partner-focused approach.
- Work closely with colleagues across Cruse to identify partnership opportunities, gather information for proposals and ensure effective delivery of partnership benefits.
- Monitor performance against income targets and KPIs, providing regular reports and updates to the Head of Partnerships.
- Ensure accurate and timely recording of corporate partnership activity, income and engagement on the fundraising CRM.
- Represent Cruse professionally at meetings, events and networking opportunities, acting as an ambassador for the organisation.
- Keep up to date with corporate fundraising trends and best practice to inform continuous improvement.

Person specification

The following outlines the qualities, skills, and experience we seek in the successful candidate. As you prepare your application, we encourage you to provide clear, well-evidenced examples demonstrating how you meet the criteria. This will allow us to assess your suitability for the role effectively.

Essential	Desirable
Qualifications & Experience	
Demonstrated experience in corporate partnerships fundraising, business development or a related income generation role.	
Proven track record of securing and managing successful corporate partnerships.	
Notable experience of working to income targets	
Experience in creating and managing a prospect pipeline.	
Strong track record of building and maintaining effective working relationships with external stakeholders.	
Well-rounded understanding of corporate fundraising and partnership models.	
Ability to develop compelling written proposals and presentations.	
Keys Skills and Expertise	
Strong collaboration skills and ability to learn quickly	
Ability to prioritise, plan and manage a varied workload to deadlines	
Competent IT skills, including Outlook, Word, PowerPoint and video conferencing	
Strong communication skills	
Understanding and application of GDPR policy and procedure	
Key Competencies & Attributes	

<p>Stakeholder Management – establish and maintain relationships across various organisations</p>	
<p>EDI commitment – Demonstrates a deep understanding and dedication to equality, diversity, and inclusion within the workplace.</p>	
<p>Self-motivation, autonomy & team player– Works independently while responding to evolving priorities with agility and will actively contribute to a cohesive and motivated workplace culture.</p>	
<p>Values-driven approach – Consistently demonstrates behaviours aligned with organisational values.</p>	<p>Working in the charity sector with a passion for the cause.</p>