

SENIOR PARTNERSHIPS MANAGER – SOCCER AID FOR UNICEF

Duration:	Permanent
Salary:	£51,000 per annum
Job Level:	3
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role involves no direct or indirect work with children
Reports to:	Director of Soccer Aid
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Soccer Aid Team leads and coordinates the delivery of Soccer Aid for UNICEF. The multi-functional team works closely with departments across UNICEF UK and stakeholders at ITV, Initial and Soccer Aid Productions*. This is a small team working in a fast paced and dynamic environment to deliver a range of ambitious objectives, including income and brand awareness.

**UNICEF UK has partnered with Triple S Sports and Entertainment Group to create Soccer Aid Productions Ltd (SAP Ltd) to deliver the commercial elements of the campaign.*

ABOUT SOCCER AID FOR UNICEF

Soccer Aid for UNICEF brings together two teams of celebrities and football legends for the biggest celebrity football match in the calendar, broadcast live on ITV. The event started in 2006 taking place every two years and since 2018 Soccer Aid has taken place every year. Since its inception, Soccer Aid has raised more than £90million for UNICEF UK, helping to protect the right to play for every child worldwide.

ABOUT THE ROLE

The Senior Partnership Manager (Soccer Aid) will provide strategic oversight and expertise to secure long-term, mutually beneficial six, seven and eight figure (Corporate and Trusts and Foundations) partnerships, to help Soccer Aid for UNICEF meet its ambitious fundraising targets. The Senior Partnership Manager will also work closely with delivery partners and lead on relationships with commercial partners from a UNICEF UK perspective.

What we will expect you to achieve

- Develop compelling Soccer Aid for UNICEF (SAFU) proposals and presentations for prospective new partners that align with their core business / CSR objectives and UNICEF programmes.

- Work closely with UNICEF UK colleagues, lead on the SAFU offer in meetings with potential Corporate and Trust Foundation partners, focusing on multi-year partnerships with a minimum value of £100k per annum on this element.
- Support and collaborate with the corporate partnerships team to secure UK, international and global partnerships for Soccer Aid for UNICEF.
- Work proactively with the corporate partnerships team to maximise the support we receive from partners during the SAFU campaign period.
- Work with colleagues in the Trusts and Foundations and Institutional teams to secure a multi-year match fund partner.
- Work closely with Soccer Aid Productions (SAP) and manage the relationships with key commercial partners from a UNICEF UK perspective. This includes leading or supporting the delivery of activations during training week and ongoing stewardship of partners.
- Work within UNICEF's International and UNICEF UK's screening policy and processes for corporate partnerships and SAP commercial partners, to effectively screen UK, international and global partnerships for SAFU and UNICEF UK. This includes managing the contracting process.
- Network and build strong, effective working relationships across UNICEF UK, UNICEF National Committees, and the wider UNICEF family to aid delivery of UNICEF UK's Soccer Aid strategy and contribute to our wider fundraising plan.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work and leadership
- Represent the Soccer Aid team on cross-organisational project groups, as required
- Represent UNICEF UK / Soccer Aid to external audiences, including speaking at events

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a better world for every child

Communication

- Conveys complex ideas and messages using a variety of methods to engage an audience and win understanding and support

Negotiating and influencing

- Using a range of approaches to gain commitment. Ability to operate and negotiate with confidence with new and existing contacts at a senior level

Results focused

- Prioritises work that will have the greatest impact on agreed aims and anticipates challenges that could impact delivery targets. Responds flexibly to unforeseen events to minimise any negative impacts

Relevant experience

- Significant experience of successful charitable fundraising (particularly from corporates), including prospecting, proposal development and negotiation skills to deliver new business partnerships.
- Strong evidence of effective relationship management / stewardship of donors.
- Strategic and tactical fundraising planning and budgeting in a UK charity setting, including supporting annual strategy / plan development.
- Experience of building and managing a pipeline.
- Strong evidence of effective partner/account management.
- Highly financially literate, with experience building and managing complex budgets.
- Excellent communication skills and proven ability to work with a wider range of stakeholders to achieve results.

Specific knowledge and skills

- Knowledge of current trends and innovations in fundraising, including an understanding of the UK legislative and regulatory environment.
- Knowledge of screening processes for corporate/commercial partners.
- Detailed understanding of corporate responsibility and strong commercial understanding including the value of IP and Trademarks.