

BUSINESS DEVELOPMENT LEAD

Duration: Permanent

Salary: Circa. £60,000 per annum

Job Level: 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: Head of Corporate Partnerships – Business Development

Location: **Hybrid** - Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we work alongside partners and communities to help realise children's rights and build a better world for every child. We are committed to an inclusive workplace where people feel valued, supported, and able to thrive – connected by shared values, a sense of purpose and a collective commitment to making childhood unstoppable.

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 award-winning Corporate Partnerships team at UNICEF UK secures and grows long-term, multi-million-pound partnerships with leading UK-headquartered companies including the likes of easyJet, Accenture, Unilever, AstraZeneca and Arm. Our vision is to be the partner of choice for the UK's most influential companies, working together to put children and their futures at the heart of business, which is essential now more than ever. With ambitious growth plans for 2027, we are expanding our portfolio of truly strategic, pioneering partnerships that deliver meaningful impact for children.

ABOUT THE ROLE

This role is responsible for securing transformational corporate partnerships with UK-headquartered companies that deliver significant income and impact for children. The postholder will proactively identify and create new opportunities, lead complex partnership negotiations, and build relationships with senior business leaders to secure ambitious multi-year partnerships. The role also provides leadership and development support within the Business Development team.

What we will expect you to achieve

- Deliver agreed income targets through securing ambitious multi-year corporate partnerships, including six, seven and eight-figure opportunities with a minimum annual partnership value of £250,000.
- Proactively identify, pursue and convert new partnership opportunities, building a strong pipeline of prospective corporate partners aligned to UNICEF UK's strategic priorities.
- Lead complex partnership development processes from initial engagement through to proposal development, negotiation, due diligence and contract signing.
- Build and maintain trusted relationships with senior corporate leaders and decision-makers, positioning UNICEF UK as a strategic partner of choice.
- Develop compelling partnership propositions that align corporate priorities with UNICEF's mission and create long-term value for children and partners.
- Use data, market insight and prospect research to inform decision-making, prioritise opportunities and improve business development performance.

- Demonstrate resilience, persistence and adaptability when navigating complex sales cycles, competing priorities and challenging negotiations.
- Contribute to fundraising strategy, business planning and forecasting to support sustainable income growth and long-term partnership success.
- Lead, coach and develop colleagues, creating an inclusive and high-performing team culture.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

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 creating a better world for every child.

Communication

- Communicates complex ideas clearly and persuasively, adapting style and approach to engage different audiences and build understanding, commitment and support.

Leadership

- Promotes a results focused culture, engaging and guiding others to achieve ambitious goals.

Negotiating and Influencing

- Maintains a win-win approach by balancing achievement of both Unicef UK's and our external partners' objectives.

Results Focused

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims

Relevant experience

- Proven experience securing and negotiating high-value, multi-year corporate partnerships, fundraising income, sponsorships or commercial agreements that generate significant income or investment.
- Experience of leading complex new business or fundraising opportunities from prospect identification through to contract signature and partnership launch.
- Experience of developing and converting opportunities through long and often complex sales or fundraising cycles, demonstrating resilience, persistence and sound judgement.
- Experience of building trusted relationships and influencing decision-making at senior executive level.
- Experience of developing compelling proposals, pitches and partnership strategies that secure organisational commitment and investment.
- Experience of working within a charity, international development organisation, UN agency or similarly complex purpose-led organisation.
- Experience of managing, coaching and developing colleagues to achieve individual and team objectives.

- Experience of balancing multiple priorities, stakeholders and governance processes while maintaining progress towards ambitious targets.
- Experience of contributing to strategic planning, income forecasting, budgeting or growth strategies.

Specific knowledge and skills

- Strong understanding of corporate partnerships, business development and relationship-led fundraising.
- Strong commercial and fundraising acumen, with the ability to identify, qualify and convert high-potential partnership opportunities.
- Knowledge of the corporate fundraising and partnerships landscape, including trends, opportunities, risks and reputational considerations.
- Ability to navigate complex stakeholder environments and build alignment across multiple internal and external stakeholders.
- Ability to develop innovative partnership propositions that align organisational objectives with partner priorities.
- Strong negotiation skills, with the ability to secure mutually beneficial outcomes while protecting organisational interests.
- Ability to analyse market intelligence, prospect research and performance data to inform decision-making and prioritisation.
- Confidence and credibility in engaging and influencing senior business leaders and decision-makers.
- Strong planning and organisational skills, with the ability to manage a pipeline of opportunities and deliver against financial targets.
- Experience of using CRM systems and data to support relationship management, pipeline tracking, forecasting and reporting.