



Corporate New Business Manager

Job Description

THE ROLE

Area: Nationwide role

Location: SportsAid Head Office in London (flexible/hybrid working available)

Reports to: Head of Fundraising

Hours of Work: Full-time position of 35 hours per week

ABOUT US

At SportsAid, we exist to encourage, enable and empower the next generation of athletes to achieve their ambitions in sport and life. For decades, we have been side-by-side with Britain's greatest emerging sporting talent, from Mo Farah to Jessica Ennis-Hill, to Ade Adepitan, Paula Radcliffe and so many others, to give them vital support before they became Olympic and Paralympic stars. Without our support, a lot of our most talented sporting prospects would drop out as the financial demands of pursuing their dreams are too often impossible barriers to overcome.

OUR CORPORATE PARTNERSHIPS

Our corporate partners, from Aldi to Royal Bank of Canada, from Starling Bank to Strava and many others, support us in our mission by providing financial support, expertise and opportunities to over 1,000 of Britain's brightest sporting talents. In return, they get to be part of Britain's sporting history, they support and mentor some of the most impressive young people, they galvanise their staff with inspiring stories and unforgettable experiences, they demonstrate their brand values through high-profile activations and a lot more.

YOUR ROLE

This is a new role, specially created to realise untapped potential to develop partnerships with brands and companies that are passionate about sport and young people. You will play a crucial role in helping drive the sustainability, value and breadth of our partnerships by implementing and contributing to the corporate partnerships' strategy and income target. You will do what great new business people do: spot opportunities, own your own portfolio of prospects, tailor propositions, write with impact and present with passion, but you will also have plenty of opportunities to help innovate our approach, incorporate insight and good practice from your experience.

YOUR RESPONSIBILITIES

- Proactively identify and qualify six-figure partnership opportunities
- Lead with the design of new partnerships with companies to ensure that expectations from both parties are met
- Develop and implement tailored cultivation plans for top prospects, engaging SportsAid's senior leadership, trustees, beneficiaries and alumni as appropriate
- Produce high quality, creative, bespoke compelling proposals and pitches
- Monitor, analyse and review information on industry trends, innovations and developments
- Keep the pipeline updated and ensure that systems and processes are implemented, and accurate and timely records are kept

- Monitor and evaluate new business activity and provide regular updates/reports to the Head of Fundraising
- Work with the SportsAid team in supporting, communicating and delivering the charity's various fundraising and engagement activities, when required
- Protect and enhance SportsAid's brand and reputation in delivering the role

ABOUT YOU

- You are brimming with innovative ideas and creative ways to win new business and spot opportunities that will deliver benefits to the next generation of sporting talent
- You are a proactive and focused team member, able to plan and manage your work to deliver a strong pipeline of prospects for SportsAid across staff engagement, commercial and strategic partnerships

You will definitely have:

- Substantial corporate new business experience in the charity sector in staff engagement, commercial and strategic partnerships
- A strong understanding of corporate partnerships mechanisms and giving trends
- Solid understanding of the principles and practices of relationship fundraising
- Confident, effective communication skills with the ability to create and develop relationships with a range of different people
- Excellent organisational skills, comfortable managing several different projects and activities in parallel
- Strong presentation skills with an engaging, passionate style
- Excellent writing skills, with the ability to tailor content, style and tone of voice to different audiences
- A growth mindset and a desire to continue to learn and innovate
- Enthusiasm and temperament to work in a small team in a fast-paced environment

Even better if you have:

- Expertise in corporate sponsorship in the sports sector
- Trusts and Foundations fundraising experience
- Major donor fundraising experience
- A passion for sport

Why you might enjoy this:

- The SportsAid team is truly engaged, collaborative and authentic, you will feel like you are joining a family
- The leadership and the board are genuine and enthusiastic supporters of corporate partnerships and very willing to help
- The cause is compelling, relatable and truly uplifting
- No frustrating red tape, silos, politics and "computer says no" scenarios
- The network of SportsAid alumni and supporters includes many of the biggest household names in Britain's sporting world

PACKAGE AND BENEFITS

Salary: A salary of between £45,000 and £50,000 per annum

Pension: SportsAid makes a contribution of 3%, and the employee makes a minimum contribution of 5%; alternatively, a 1% employee, 1% employer contribution arrangement is in place.

Healthcare: Membership of the SportsAid private health insurance scheme is available for the employee with premiums paid for by SportsAid.



Holidays: 25 days per year, plus bank holidays, increasing by 1 day for each year of service, up to 30 days.

Flexible working: Reasonable flexible working options will be considered.

Want to find out more?

Serena Castiglione, the Head of Fundraising, would be more than happy to have an informal chat to help you decide if this is for you. Please feel free to email her on serena@sportsaid.org.uk to arrange a good time to do it. Meanwhile, enjoy a couple of videos to get a sense of what we are about:

<https://www.youtube.com/watch?v=qEVgBnZdhQo>

<https://youtu.be/fyhDNUj8SdI>

NOTES:

SportsAid recognises that certain sections of the community have been affected by structural inequities and may be denied the opportunity to participate equally and fully in sport at all levels. SportsAid as an organisation believes our role is to remove the barriers that our most under-served, at risk and minoritised groups of young people experience when trying to access sport and physical activities.

SportsAid therefore positively welcomes, and seeks to achieve, diversity in our workforce and that all job applicants, volunteers, and employees receive equal and fair treatment. We positively encourage applications from all candidates regardless of age, race, ethnicity, gender, disability, marriage and civil partnership status, gender identity, background, religion, faith, sexual orientation, maternity status, pregnancy, belief, or nationality.

On receipt of your application, you will be sent a confidential equal opportunity form which all applicants will be asked to complete.