

## POSITION DESCRIPTION

### Corporate Partnerships, Business Development Manager

#### Primary Purpose

The Business Development Manager Corporate Partnerships is a talented and highly motivated professional responsible for securing long term sustainable corporate partnerships for Redkite. The role is responsible for market research, developing the new business pipeline, creating unique and mutually beneficial propositions for prospective partners, and securing new partnerships that support the business growth of Redkite and align with marketing objectives. The role requires a highly strategic approach with the ability to deliver on fundraising targets whilst developing strategies and complimentary tactical campaigns to build Redkite's brand awareness.

The Business Development Manager, Corporate Partnerships reports to the Head of Corporate Partnerships. This permanent, full time position is based in Sydney Redkite offices and has no direct reports.

#### Position Key Result Areas

<b>New business strategy, pipeline development and execution</b>	<ul style="list-style-type: none"> <li>• Undertake market research and analysis to identify corporate opportunities, trends and consumer behaviours in the fundraising sector</li> <li>• Lead the development and execution of the new business corporate/growth strategy and pipeline</li> <li>• Identify leads from existing and new contacts</li> <li>• Utilise moves management methodology to ensure progress of pipeline</li> <li>• Create and maximise lead generation opportunities</li> <li>• Facilitate introductions via Redkite networks</li> <li>• Develop and deliver pitch presentations and proposals</li> </ul>
<b>Campaign development and execution</b>	<ul style="list-style-type: none"> <li>• Develop and execute innovative co-branded/partnership marketing campaigns that provide measurable return to corporate sponsors</li> <li>• Lead the strategic thinking and development of digital marketing campaigns inclusive of content creation, paid and organic social media, media placement as well as identifying media, PR and Influencer opportunities</li> <li>• Management of external creative agencies for corporate funding campaigns</li> </ul>
<b>Targets, goals and reporting</b>	<ul style="list-style-type: none"> <li>• Secure and increase sustainable revenue aligned with yearly KPI income targets</li> <li>• Preparing regular and timely financial and non-financial tracking and reporting</li> <li>• Use best practice approach in utilising database management of leads and new business pipeline</li> <li>• Ensure all records are accurate and comprehensive and provide all data required for robust reports.</li> <li>• Undertake all training required to understand and accurately use Redkite's CRM database, Salesforce.</li> <li>• Continual evaluation of new business strategy growth development plans</li> </ul>
<b>Working with Corporate</b>	<ul style="list-style-type: none"> <li>• Work with Partnership Managers around the country to handover new business agreements once they are finalised</li> </ul>

<b>Partnerships team</b>	<ul style="list-style-type: none"> <li>• Assist Corporate Partnership Managers in identifying in approaching local new business contacts where appropriate</li> <li>• Assist the team in identifying new business opportunities within the existing corporate portfolio</li> <li>• Attend all Regional Council meetings to cover new business partnership opportunities – during and outside of working hours</li> </ul>
<b>Working with Fundraising and Marketing team</b>	<p>Inspire:</p> <ul style="list-style-type: none"> <li>• best-practice new business management;</li> <li>• a strong fundraising discipline;</li> <li>• commitment to delivering outstanding results.</li> <li>• Promote a culture of accountability, KPIs and targets.</li> <li>• Identify opportunities to improve processes, efficiency, and compliance.</li> <li>• Represent Redkite at various events and activities as a Redkite speaker and brand ambassador as required, on occasion out of hours or on the weekend.</li> <li>• Exemplify Redkite’s values and lead by example.</li> <li>• Be a proactive and collaborative member of the Fundraising and Marketing team.</li> </ul>

## Key Competencies and Experience



<b>Qualifications &amp; Training</b>	<p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Tertiary level fundraising, communications, marketing, sales, business management qualifications or similar</li> </ul>
<b>Experience and knowledge</b>	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• 3-5 years demonstrated experience with new business development and achieving revenue targets</li> <li>• Solid experience working in fundraising, new business development and/or corporate partnerships</li> <li>• Experience with the development and execution of a new business strategy and moves management against a sales pipeline</li> <li>• Proven track record in preparing, pitching proposals to senior executives to secure corporate partnerships</li> <li>• Demonstrated success working with a diverse range of internal and external stakeholders</li> <li>• Demonstrated ability to manage multiple projects, maintaining a high-level of detail and accuracy</li> </ul> <p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Experience working with Board of Directors and managing relationships at C-suite level</li> <li>• Experience in the NFP sector</li> </ul>
<b>Skills &amp; Competencies</b>	<p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• Proven sales and negotiating skills</li> <li>• Superior writing, editing and proofreading skills for proposals and stewardship reports</li> <li>• Ability to think creatively to develop unique and mutually beneficial partnership proposals</li> <li>• Superior verbal, written and presentation skills</li> <li>• Strong relationship building skills and excellent interpersonal skills with an authentic warm and professional approach.</li> <li>• Accountable, proactive and results-driven.</li> <li>• Excellent organisational and time management skills.</li> <li>• Advanced user of Microsoft Word, Excel and PowerPoint.</li> <li>• Current full driver's license</li> <li>• Willingness to work and travel outside of business hours</li> </ul> <p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Experience using a fundraising (CRM, Salesforce) database to support fundraising activity and analysis.</li> </ul>