

## POSITION DESCRIPTION

<b>Position Title</b>	Business Partnerships Manager	<b>Line Manager</b>	Head of Partnerships
<b>Location</b>	Melbourne & Sydney	<b>Direct Reports</b>	n/a
<b>Our Vision</b>	To grant the wish of every eligible child	<b>Mission Statement</b>	Together, we create life-changing wishes for children with critical illnesses
<b>Values</b>	<ul style="list-style-type: none"> <li>• Child Focus</li> <li>• Integrity</li> <li>• Impact</li> <li>• Innovation</li> <li>• Community</li> </ul>		
<b>Position Summary</b>	The Business Partnerships Manager is responsible for developing and nurturing strategic partnerships and growing a robust portfolio of new relationships with corporate and community-based businesses to increase revenue generated for Make-A-Wish. They will further be responsible for overseeing the management and executive of our annual corporate event.		

### Key Responsibilities

Task	Details
Revenue Generation	<ul style="list-style-type: none"> <li>• Drive individual approaches to / negotiations with identified businesses with support from the team as appropriate.</li> <li>• Ability to develop, present and negotiate partnership proposals up to \$100k p/a value.</li> <li>• Conceptualise and deliver a range of creative marketing-led campaigns with businesses that embody the values and brand essence of Make-A-Wish.</li> <li>• Work with the Head of Corporate Partnerships to;               <ul style="list-style-type: none"> <li>○ Set the annual budget for corporate partnerships and associated fundraising activity and develop and implement enabling strategies</li> <li>○ Provide periodic financial reports and projections as required.</li> </ul> </li> </ul>
Pipeline Development	<ul style="list-style-type: none"> <li>• Actively participate in prospect mapping and segmentation specifically relating to corporations.</li> <li>• Take ownership of the prospect pipeline, ensuring that market potential is maximised and that relationships are continually progressed through the pipeline to deliver significant income growth and high yield/return on investment (ROI).</li> <li>• Ensure that prospects and partners are selected and managed in accordance with prescribed risk management policies and frameworks.</li> <li>• Conduct desktop research in relation to prospective corporate partners.</li> <li>• Ensure that all data and information relating to major prospects is stored in the database and other central repositories as approved by the Head of Partnerships.</li> </ul>

Retention and Growth of Current Partners	<ul style="list-style-type: none"> <li>• Ensure that prospects and partners are cultivated and stewarded in accordance with prescribed policies and processes.</li> <li>• Work with the team to keep abreast of campaign or partnership activity with a view to strong retention of current partners, pro-active renewal of accounts, and growth of existing relationships.</li> <li>• Work collaboratively within the Business Partnerships team to focus on delivering the best outcomes possible to all partners ensuring we are delivering on contractual obligations and looking for ways to deliver partnership value within the parameters of the Benefits and Recognition framework.</li> </ul>
Maximise Opportunities with New and Existing Partners	<ul style="list-style-type: none"> <li>• Ensure that funds generated through partnerships reflect a good mix of streams/opportunities such as Workplace Giving and Wish Sponsorship programs.</li> </ul>
Product or Campaign Development	<ul style="list-style-type: none"> <li>• Coordinate and deliver our annual corporate fundraising event, The Warehouse Sale working with key stakeholders across the business</li> <li>• Support the development of specific fundraising products, campaigns or propositions for potential business partners.</li> <li>• Keep abreast of competitor activity in the region and update and inform Make-A-Wish.</li> </ul>
Collaboration and Teamwork	<ul style="list-style-type: none"> <li>• Work collaboratively with other team members to deliver projects, outcomes for partners, achieve results and have a positive impact on the Make-A-Wish team culture.</li> <li>• Contribute to the overall Business Partnerships team budget by identifying opportunities which result in potential partnership meetings in other regions.</li> <li>• Contribute to the wider Partners &amp; Supporters team. Sharing and collaborating information and resources as necessary.</li> <li>• Maintain positive working relationships with Volunteer Branches so as to enable their ready involvement in and support of designated corporate partnership activations.</li> <li>• Maintain a close working relationship with Wish Services Team to understand what opportunities there are to reduce costs of wishes through business partnership activities and to identify potential opportunities to approach new businesses.</li> <li>• Effectively manage suppliers and outsourced activity in line with performance objectives.</li> <li>• Required to undertake job responsibilities in a manner consistent with EEO, OHS and Make-A-Wish procedures and values.</li> </ul>

### Role Competencies

Competency	Definition
Stakeholder Management	<ul style="list-style-type: none"> <li>• The ability to establish rapport and build constructive and effective relationships with stakeholders at all levels.</li> <li>• The ability to identify stakeholder needs; what they value and how to motivate and communicate with them.</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• As a team member, the ability and desire to work cooperatively with others in a team.</li> <li>• Brings a persuasive and collaborative style to all projects and able to manage multiple stakeholders.</li> </ul>
Communication	<ul style="list-style-type: none"> <li>• The ability to ensure that information is passed onto others who should be kept informed.</li> <li>• The ability to express oneself clearly in conversations and interactions with others.</li> </ul>

	<ul style="list-style-type: none"> <li>The ability to plan and deliver oral and written communications that make an impact and persuade their intended audiences.</li> </ul>
Strategic Thinking	<ul style="list-style-type: none"> <li>The ability to analyse the organisation's competitive position by considering market and industry trends, existing and potential customers (internal and external), and strengths and weaknesses as compared to competitors.</li> </ul>
Budget Management	<ul style="list-style-type: none"> <li>Analysing financial information (e.g. revenues, expenditures and cash management) to ensure all operations are within budget.</li> </ul>
Self-Management	<ul style="list-style-type: none"> <li>Reflecting on past experiences in order to manage and continually improve our own performance, recognising opportunities and addressing difficulties; taking responsibility and learning from mistakes.</li> </ul>
Honesty & Integrity	<ul style="list-style-type: none"> <li>Is honest and open and displays respect for others.</li> <li>Maintains confidentiality as appropriate.</li> <li>Holds self-accountable for actions.</li> <li>Follows through on commitments and undertakings.</li> <li>Puts the organisations needs before personal gain.</li> </ul>

### Make-A-Wish Behaviours

Behaviours	Definition
Child Safety	<ul style="list-style-type: none"> <li>Is committed to safeguarding children and young people, always acting in their best interests to keep them safe</li> <li>Acts in accordance with policy and role models child safety behaviours and attitudes</li> </ul>
Culture	<ul style="list-style-type: none"> <li>Role models a positive attitude in the workplace</li> <li>Has a solution focused and proactive attitude, demonstrating resilience</li> <li>Strives in a team-oriented environment where the wider teams' goals are paramount over individual</li> </ul>
Honesty & Integrity	<ul style="list-style-type: none"> <li>Is honest and honest and displays respect for others</li> <li>Maintains confidentiality as appropriate</li> <li>Holds oneself accountable for actions</li> <li>Follows through on commitments and undertakings</li> </ul>