



Child Accident Prevention Foundation of Australia

## Position Description

**Position Title:** Corporate Partnerships Manager

### About Kidsafe Australia

Kidsafe is the leading non-government, not-for-profit charitable organisation, dedicated to preventing unintentional childhood injuries and reducing the resulting deaths and disabilities associated with injuries in children under the age of 15 years.

### Key Working Details

- The Corporate Partnerships Manager will be engaged by Kidsafe Australia's national council, which comprises of eight directors (representing each of the Australian States and Territory Kidsafe Organisations).
- The Corporate Partnerships Manager position is a part time, sub contracted position at 15 hours per week.
- An initial contract of one year will be offered, with a six month probationary period and biannual reviews. An opportunity for extension may be available.
- There are no staff reporting to this position.
- Ideally the person will work from home with the option to work from a local Kidsafe office as needed.
- The person will need to be prepared to travel interstate for meeting with potential and existing partners as appropriate.
- The salary will be negotiated based on the successful applicant's experience.

### Purpose of Position

This position will play a vital role in ensuring the growth of Kidsafe Australia through the procurement and development of strong and lasting relationships with corporate partners nationally. The Corporate Partnerships Manager is responsible for identifying, attracting, securing and retaining strong financial support from the business sector. The successful candidate will also investigate and potentially implement a proposed certification/licensing arrangement for the organisation, and may be required to follow up other identified appropriate national fundraising and sponsorship opportunities.

### Reporting Relationships

This position is accountable to the President and reports to the Kidsafe Australia National Council.

The position has key working relationships with:

- The National Marketing & Fundraising Subcommittee
- The State and Territory CEO Group
- External Stakeholders





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## **Position Responsibilities**

### *Engagement of Partners / Supporters*

- In collaboration with the Marketing and Fundraising Subcommittee, develop and implement a robust annual partnerships plan including goals, timetables and strategies for identification, cultivation, solicitation and stewardship of prospective partners. The plan to focus on the following as primary income generation strategies:
  - Cause-related marketing
  - Follow up of other identified avenues of funding as appropriate e.g. national bequests, workplace giving, and sponsorship as unique opportunities arise.
- Lead new business development through networking, canvassing, and pitches; and prepare professional tenders and proposals.
- Develop high quality marketing materials in consultation with Marketing and Fundraising Subcommittee and CEO group for use with corporate partners.
- Manage a portfolio of Kidsafe Australia corporate relationships, maximising engagement and funding opportunities; and ensuring relationships are mutually beneficial.

### **Administration**

- Maintain a client management database to record activity with new and established prospects and maintain regular documented contact.
- Ensure effective planning, monitoring, management and reporting of budgets.
- Prepare concise reports on the business development activity on a quarterly basis.
- Ensure satisfactory execution of requirements relating to partnerships, including written reports to partners as required.
- Document proposals and contracts, and monitor all partnerships to ensure positive and purposeful activities and stewardship including evaluation and impact assessment of all partnerships.
- Keep abreast of fundraising and partnership trends in the corporate and community sectors.
- Ensure that sector benchmarks are maintained and all legislative, ethical and professional standards are met.
- Attend relevant Kidsafe Australia Council meetings, activities and events as required.
- Represent Kidsafe Australia professionally at forums as required.

### **Position Outcomes**

Success in the role will be measured by achievement of the corporate funding income as per the agreed upon targets delivered as a result of the Corporate Partnerships Manager's efforts.

The Corporate Partnerships Manager is required to develop and commit to key performance indicators (KPIs), including (but not limited to):

- Evidence of progress towards corporate partnerships secured and budgets met.
- Development of appropriate partnership materials and frameworks.
- Evidence of identified network database is demonstrated and records are current and accurate.
- Evidence of progression towards increased cause related partnerships and licencing options.
- Best practice guidelines are identified and followed to achieve a successful brand partnership program.
- Demonstrate contribution to the annual budget preparation and budget is achieved.
- Processes and practices meet organisational requirements.



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## **Key Selection Criteria**

### *Qualifications*

- Tertiary qualifications in a relevant field such as marketing, sales, business development, or similar.

### *Knowledge, Skills & Previous Experience*

- Knowledge and understanding of the Australian fundraising and corporate sector
- Demonstrated experience in securing new corporate partners over and above \$75k.
- Recognised experience in sales or business development within a not for profit or similar organisation (both at grass roots and strategic levels); or in securing and managing corporate partnerships.
- Demonstrated experience in researching and approaching new corporate prospects, with the ability to manage a prospect pipeline.
- Demonstrated ability to develop an extensive network of and work with high level businesses /corporates
- Proven track record to generate new business and drive relationships over long periods of time
- Proven ability to achieve financial targets
- Strong commercial and business acumen
- Experience in preparing submissions and funding applications
- Knowledge of corporate networks and funding sources
- Ability to follow strategic direction and respond positively to feedback
- Ability to analyse problems, evaluate alternatives, provide solutions and make decisions based on sound judgement
- Excellent relationship / interpersonal skills, negotiation and influencing skills with the ability to identify mutually beneficial partnerships and outcomes
- Excellent presentation and verbal / written communication skills.
- Focus on results and good attention to detail.

### *Desirable*

- Experience in Cavill + Co HeartSmart® program or equivalent
- Experience with developing and / or implementing brand licensing agreements
- Has established corporate partnership and social networks
- Membership of a relevant association

### *Personal Attributes*

- Dynamic self-starter
- Innovative approach to work and creativity
- Approachable, with a can do attitude
- Interest and passion for philanthropy and the charitable sector
- A commitment to live the values and behaviours of Kidsafe Australia

### *General:*

- Able to manage the physical demands and requirements of the job
- Microsoft Word, Excel and PowerPoint; and database skills.
- Time management skills.
- Flexibility and the ability to multi-task



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- Ability to work autonomously

#### **Additional Information & Requirements**

- The successful candidate will be engaged in a consultancy capacity.
- Limited travel may be required to various locations throughout Australia.
- Any offer of engagement at Kidsafe Australia will be subject to a satisfactory National Police Check and Working with Children Check.
- The incumbent must hold a current Driver's License and have access to a private vehicle for work use.
- Travel expenses to be reimbursed, subject to prior approval being given.
- Some after hours work may be required for this role. Time in Lieu arrangements will be available to compensate for subsequent working hours that may be expected outside of standard business hours.

The Corporate Partnerships Manager is required to agree to Kidsafe Australia's Code of Conduct and abide by the operating values of the organisation.

#### **Apply for this Position**

To apply for this position, please provide a written response to the Selection Criteria above together with your CV to: [president@kidsafe.com.au](mailto:president@kidsafe.com.au)

**Applications close 5.00pm Friday 27 October 2017.**