



# **HEAD OF BRAND PARTNERSHIPS**

## **WHO ARE WE?**

Football Beyond Borders is an education charity which uses the power of football to inspire young people from disadvantaged communities to achieve their goals and make their voices heard through our behaviour for learning programme.

We use football as an engagement tool to tackle low educational attainment, poor behaviour and lack of positive aspirations for the future. We work across a range of schools in both a mainstream setting and in specialist provisions, with a particular focus on Key Stage 3.

## **WHY JOIN US?**

We think this is the best place in the world to work. You'll be working with young people and with staff and volunteers who are deeply passionate about everything that we do. You are joining a rapidly growing organisation, working with 600 young people at more than 45 schools.

You are also joining our mission to use the power of football to create an inclusive society. We are fighting for a world in which all young people have the opportunity to become the best possible version of themselves.

## **HEAD OF BRAND PARTNERSHIPS: ROLE DESCRIPTION**

Reports to: Co-Director

Start date: Summer 2019

Location: Brixton, South London (although can be flexible)

Hours: Full-time

Salary: Competitive

Benefits: Up to 3% matched employer contributors' pension

Deadline: Midday on Friday 3rd May

First round interview: W/c 6th May

## **ROLE OVERVIEW:**

We are looking for a Head of Brand Partnerships with great interpersonal and organisational skills to join our lively and rapidly-growing team. It is an extremely exciting time to be joining the organisation as we scale our programme nationally.

We need our partnerships to assist the growing demand for our programmes, attracting the resources to tackle educational underachievement for young people with a passion for football. The key purpose of this role is to establish, manage and grow sustainable and mutually beneficial brand partnerships, attracting the resources to achieve this.

## **KEY DELIVERABLES:**

- To manage all brand and corporate partnerships, developing and implementing a partnership plan as well as ensuring these relationships receive an appropriate level of support.
- To secure new brand and corporate partnerships by developing and leading on a prospect research strategy; and identifying, approaching and securing new corporate partners, through fact finding meetings, tailored proposals, pitches, negotiations and closing.
- Gathering information across all FBB functions (fundraising, delivery etc) to support asks and pitches. This includes providing audience insights for key stakeholders.
- Identifying opportunities for growth, and securing and delivering on these opportunities within existing corporate partnerships; as well as ensuring that all partnerships are renewed where possible.
- Identifying and delivering sustainable and impactful means for corporate volunteering opportunities.
- Delivering on all partnership objectives, including supporter objectives, to ensure that partnerships are successful and mutually satisfactory.
- Supporting event delivery where corporate supporters are involved.
- Developing evaluation and renewal materials.

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- Maintain positive working relationships with all staff across Fundraising and Delivery teams.

- Line management of Community & Events Fundraising Lead and Trusts, Foundation & Grants Manager.

## **PERSON SPECIFICATION**

The portfolio of partnerships you will be taking on includes leading brand names and you will need to have the skills and experience to be able to relate professionally to senior executives at those companies.

You will have experience of successfully securing, delivering and developing substantial fundraising partnerships.

You will have the ability to manage multiple projects proactively within clearly defined timescales, whilst maintaining good communication skills to ensure both internal and external contacts remain involved, informed and inspired.

You will be passionate, resourceful, and flexible and will demonstrate personal integrity and a commitment to our values and a passion to make a real difference. You should also have a good working knowledge of Salesforce or a similar cloud-based CRM system.

## **TO APPLY**

Deadline for the receipt of written applications is midday on Friday 3rd May

Please send a full CV and covering letter in support of your application to Viktorija Pociute: [vpociute@footballbeyondborders.org](mailto:vpociute@footballbeyondborders.org)

Please ensure your CV includes:

- Personal details including current address, contact details & N.I number.
- Education and Training history including details of all qualifications.
- Details of 2 referees, including your current employer.
- A description of your employment history, including reasons for leaving a post and explanations for any employment gaps.



## **RECRUITMENT PROCESS**

### **SAFEGUARDING STATEMENT**

FBB is committed to adopting a safe recruitment process and follows the NSPCC safer recruitment procedures that have safeguarding at their heart and aim to discourage unsuitable applicants.

The successful applicant will be expected to comply with all of FBB policies, in particular:

- Equality and Diversity
- Health and Safety
- Safeguarding

### **DISCLOSURE**

The appointment is subject to an enhanced DBS check.

### **SHORTLISTING, INTERVIEWS & REFERENCE CHECKING**

Only those applicants who meet the right criteria will be taken through to interview stage.

Shortlisted candidates will be interviewed. References from the previous and current employer will be taken up for shortlisted candidates. Please let us know about the sensitivity of taking up references prior to interview.

### **FOR MORE INFORMATION:**

Visit our website  
[www.footballbeyondborders.org](http://www.footballbeyondborders.org)