

Partnerships Manager

Job Summary

Job Title:	Partnerships Manager
Job Location:	Central Birmingham office with some flexibility and regular travel
Salary:	£43,275 per annum for full time (36 hours per week)
Reporting to:	Director of Partnerships

Job Purpose

To work as part of the BDA Commercial team in order to lead the management and development of the BDA's corporate partnerships, the securing of sponsorship & partnership income and the delivery of the BDA Work Ready programme to support the financial sustainability of the Association through income diversification.

The role has a particular focus on delivering an integrated approach to partnership development and governance.

Job Context

The British Dietetic Association, founded in 1936, is the professional Association for registered dietitians in Great Britain and Northern Ireland. It is the largest organisation of food and nutrition professionals, with more than 12,000 members.

The post reflects the importance, to the BDA, of partnership working and the continued development of the BDA Work Ready programme. The post holder will work with the Director of Partnerships to manage a portfolio of strategic partners including corporate members, project partners and other external organisations that support the BDA's vision. In so doing the post holder will strengthen the BDA's links with the commercial, public and charitable sectors, whilst ensuring the needs and expectations of the BDA membership are met. The post holder will also be responsible for assisting the leadership and growth of the BDA Work Ready programme.

All staff uphold the values of the Association (Professional, Dynamic, Innovative) and represent the profession and the Association to stakeholders.

Key areas of responsibility

The postholder will be responsible for: -

Partnership Development and Delivery

- Management and delivery of the partnership strategy aligned to our purpose which supports the organisation's objectives of excellence behind the scenes and increasing our voice and visibility
- Ensuring an integrated approach to partnership development and maximising all internal links across the organisation to build successful external commercial and strategic non-commercial partnerships
- Reporting for the corporate memberships function from the BDA CRM and contribute to development of baseline and reporting data for organisational strategic plan delivery reports
- Create and test new partnerships service lines
- Design, packaging, marketing and sales of quality services including sponsorships, round table meetings, surveys, focus groups, endorsements and other partner events
- Be responsible for the account management of the portfolio of corporate member accounts to ensure contract delivery and mutually beneficial relationships, including allocating delivery across the team



- Deal with email and telephone enquiries from potential customers, sponsors and partner organisations
- Update and maintain pitch documents, proposals and contracts
- Be responsible for the delivery of projects, for example preparing and monitoring plans
- Ensure partnerships and projects are financially viable, meeting any targets set
- Supporting profitability analysis on BDA products with the Director of Partnerships

Leadership

- To provide strategic and practical leadership to colleagues around the partnership strategy processes and governance
- To provide expert advice on more complex partnership issues for all BDA staff, suppliers and branches & groups, members such as applying our principles to sponsorship, advertising, partnerships, commercial services
- Active member of the Wider Leadership Team
- Implementation of decision-making processes on Endorsements and CPD Approvals with colleagues from Education and Professional Practice team

Sales and communications

- Maintain the relevant areas of BDA websites to promote the 'Work with us' areas
- Build a database of leads generated through exhibitions and marketing to companies and ensure these are followed up to generate sales to agreed targets for partnership projects and event sponsorship, the BDA Work Ready programme
- Lead the planning and delivery of a communications plan for BDA Work Ready - to include print, digital and social media
- Promote BDA Work Ready and other relevant BDA business opportunities at relevant conferences / exhibitions and other online activity
- Produce regular newsletters for customers, new prospects and the Work Ready community.
- Produce reports of activities and impact to demonstrate how the partnerships work supports members and the Association

Planning and delivery

- Communicate within all relevant stakeholders to achieve objectives and maintain efficient team working
- Develop the follow up of enquiries for commercial services, leading agreed contracting and invoicing processes
- Ensure the training and accreditation of Work Ready dietitians
- Setting up and leading Work Ready Steering group meetings, producing minutes that accurately record the discussions

General

- To undertake any other duties as may from time to time be required
- To comply with all relevant BDA policies and procedures
- Take part in Commercial team meetings and contribute to team objectives

Role Dimensions

Financial:



- Account management for a portfolio of corporate members, partner projects and sponsorship service for all BDA core events.
- Meeting financial targets and responsible for setting the partnerships budget within BDA processes.

People:

- Maintain excellent working relationships with other staff, members, volunteers and external contacts
- Deliver excellent account management and develop customer relationships with all partners
- Supervision of the delivery of work by members of project delivery teams (colleagues and members)
- Line management of a Partnerships Officer

Community/members:

- Managing the Work Ready Dietitians Network (Approx. 120 members)

Person Specification

Category	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Business and commercial acumen • Using a sales area of a CRM to drive a sales pipeline • Ability to translate key issues into purposeful opportunities • Ability to deal with confidential material and ideas • Articulate with good communication skills to a variety of audiences • Report and proposal writing skills • Tact and diplomacy • Able to perform in an agile way across strategic and operational objectives • Ability to prioritise under pressure • Work well in a team and wider setting • Good IT skills • Able to drive the concept and delivery of projects from start to finish • Able to show some creativity and initiative 	<ul style="list-style-type: none"> • Can use Canva/Adobe to edit and produce visuals within templates • Project management skills
Experience	<ul style="list-style-type: none"> • Substantial experience of working with commercial partners within an account management type role • Experience of using sales CRM for business development and reporting • Experience of using CMS to update online content • Experience of working to regular deadlines whilst responding to external influences outside the control of the post holder • Experience of managing budgets and negotiating with business of all sizes • Line management and motivating a small team 	<ul style="list-style-type: none"> • Delivering commercial partnerships within a highly regulated sector or professional association/ charity • Working with committees or working within a membership organisation • Cross function working to support the development of strategic non-commercial partnerships and formatting skills



Category	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> Substantial knowledge of the underlying principles and considerations of commercial work in a comparable organisation Strategic understanding of partnerships Degree level knowledge or equivalent through detailed study, client management, copy writing and presentations Knowledge of financial management and budgets High standard of written English Knowledge of key stakeholder communications principles 	<ul style="list-style-type: none"> Knowledge of current health, food and nutrition topics

CHANGES:

This is a description of the job as it is presently constituted. It is the practice of the British Dietetic Association to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you.

This job description is supported by annual objectives and performance standards to provide an indication of the level of performance expected from the role.

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Post Holder

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Liz Stockley
CEO of BDA

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Date

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Date

