

## Partnerships Officer

### Job Summary

<b>Job Title:</b>	Partnerships Officer
<b>Job Location:</b>	Central Birmingham office with some flexibility and regular travel
<b>Salary:</b>	£29,651 per annum for full time (36 hours per week)
<b>Reporting to:</b>	Partnerships Manager

### Job Purpose

To work as part of the BDA Commercial team to assist in the delivery of the BDA's commercial partnerships and BDA programmes. The role will also support the development and marketing of new products and service lines and be responsible for curating business reporting and business intelligence.

### 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: -

#### Delivery and Business Reporting

- Support the Partnerships Manager in the maintenance and renewals of corporate memberships and established service lines
- Develop and directly deliver partnerships services to a number of established clients, including corporate memberships, event sponsorships and workshop bookings
- Ensure quality delivery of allocated elements of commercial services and projects, such as working with colleagues on focus groups, training, round tables, video partnerships, joint resources.
- Deliver against income and sales targets such as events delegates, courses, sponsorship
- Set up sales products for all partnerships and commercial activities within the BDA's sales CRM system and work with the Partnerships and Programmes administrator to produce progress reports for the senior management team
- Update and maintain pitch documents and proposals.
- Collect evaluation information from the BDA's commercial projects and create impact reports for clients or funders



**Business Development**

- Work with the Director of Partnerships to liaise with other teams and internal customers across the organisation to research and collate information for propositions development and new commercial products
- Maintain a system of storing and retrieving customer leads to support the sales pipeline
- Support the development of costing and pricing tools for all commercial products

**Marketing and Communications**

- Support the commercial team with the communication of partnerships initiatives to BDA members and other stakeholders
- Maintain the relevant areas of BDA websites including updating content and requesting design assets for product marketing
- Taking a data led approach, implement marketing plans for BDA programmes and commercial activities, including print, digital and social media campaign activity
- Attend the weekly communications meetings to share updates and identify opportunities

**General**

- To undertake any other duties as may from time to time be required.
- To comply with all relevant BDA policies and procedures.

**Role Dimensions**

**People:**

- Maintain excellent working relationships with other staff, members, volunteers and external contacts
- Deliver excellent client account services.

**Community/members:**

- Supporting the networks involved in the partnership programmes (Work Ready)

**Person Specification**

Category	Essential	Desirable
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Degree level knowledge of partnerships / business development / sponsorship work or equivalent through experience in project delivery</li> <li>• Basic knowledge of CRM systems and reporting</li> <li>• High standard of written English</li> <li>• Knowledge of data collation and evaluation principles</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of marketing plan implementation and measurement</li> <li>• Experience of measuring impact</li> </ul>



<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>• Articulate with good communication skills to a variety of audiences</li> <li>• Data collation for evaluation and reporting</li> <li>• Proposal writing skills</li> <li>• Project administration using templates including, invoicing, contracts</li> <li>• Tact and diplomacy</li> <li>• Respect for confidentiality</li> <li>• Able to work on multiple projects quickly and accurately</li> <li>• Work well in a team and wider setting</li> <li>• Work well independently and a willingness to learn</li> <li>• Good IT skills (Excel, PowerPoint, MS Teams,)</li> <li>• Problem solving skills</li> </ul>	<ul style="list-style-type: none"> <li>• Can use Canva/Adobe/design package to edit and produce visuals within templates</li> <li>• Project management skills</li> </ul>
<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>• Experience of working in B2B communications or within a partnership /business development /sponsorship role</li> <li>• Experience of delivering against sales targets</li> <li>• Experience of using CMS to update online content</li> <li>• Experience of working to regular deadlines</li> <li>• Experience of using a CRM</li> <li>• Experience of creating written copy for print, web and social media</li> <li>• Experience of working in a small team</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience of working in a professional organisation/ charity</li> <li>• Bid research and / or writing</li> <li>• Working with committees or working within a membership organisation</li> </ul>

**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

