

# Partnerships Manager Recruitment Pack



<b>Job Title</b>	Partnerships Manager
<b>Line Manager</b>	Head of Partnerships
<b>Job Location</b>	Remote/Hybrid – This role will require national travel (up to 40% of the time) including to London, and Cavell’s office in Redditch, Worcestershire.  We require the postholder to live within a two hour commutable distance to Central London.
<b>Hours</b>	Full time, permanent, 35 hours per week (we’re open to discussions about flexible working)
<b>Salary</b>	40k
<b>Holiday</b>	Cavell offers 30 days annual leave (pro rata) which includes 3 fixed days between Christmas and New Year in addition to bank holidays.
<b>Pension</b>	Up to 8% employer contribution

Cavell is the charity that transforms the lives of nurses and midwives facing crisis and tough times. The need for Cavell has never been greater and the charity is at its most critical point in its 107-year history as the demand for support is at an all-time high and still increasing while there is a need to refocus income sources.

Over the past 10 years, the nursing and midwifery professions have faced multiple challenges, including covid, staff shortages, pay disputes, the cost of living, and now burnout. Cavell is here to help the professions when they need life changing and practical support. We help the financial and mental health of nurses and midwives, enabling them to continue to provide the care that supports the ‘nation’s health’.

Cavell is a dynamic charity that strives to deliver exceptional, holistic support to the nursing and midwifery family when they need it most. Our reach extends across tens of thousands of lives. For more information on the work of Cavell, visit our [website](#).

## Cavell’s impact: Kristine’s story



At Cavell we support people like Kristine, an international nurse who needed three months off work to recover from surgery after a horrific attack. Being new to the role, Kristine's sick pay was limited, and she had bills to pay and a family to provide for.

Kristine said, "In 2023, I was followed on my way home and mugged by a teenager who was trying to steal my phone. Both my arms were severely injured in the attack. I was crying and pleading to the doctors to save my hands as I cannot imagine

a life as a nurse without them."

She continued, "Thanks to Cavell, my husband and I were able to secure a new place to live in a safer area. Without Cavell's help, I would have ended up in debt, without a home, and in a really dark place mentally, while trying to heal from something that nobody should ever have to experience."

## **Words from Lewis Allett: Cavell's Chief Executive Officer**

Thank you for your interest in joining Cavell! We are a small and friendly team who work closely together and support one another in our roles and goals. We look forward to welcoming a new colleague to Cavell to help us in our mission of ensuring no nurse, or midwife faces tough times alone.

As a pivotal part of income generation team, the main focus of this role is business development. You will be empowered to identify, nurture and create innovative partnerships which will have a life-changing impact for nurses and midwives.



At Cavell, we recognise and value the time and energy that it takes to apply for new roles and we will work with Valued Recruitment to respond to every application.

In this role, no two days will be the same but here's the types of thing you may get up to:

- Strategic planning and identifying opportunities to develop new business
- Networking at healthcare, nursing or other commercially relevant conferences
- Prospect research and completing due diligence checks
- Collaborating with senior volunteers and trustees to understand their networks and explore new business opportunities
- Taking ownership for organising fundraising events which may include House of Lords events and Edith Cavell Memorial Wreath Laying events
- Developing and delivering pitches and presentations to new and existing corporate partners
- Updating your pipeline on our CRM database (Salesforce) and reporting on key metrics
- Working with the Support and Marketing and Communications teams to generate and shape new strategic partnership ideas

We're committed to helping our people to grow and there will be opportunities to flex and work on other exciting projects in alignment with your career aspirations and charity need.

## Role Profile

Reports to	Head of Partnerships
Line management responsibilities	None

## Main Responsibilities:

- To be a pivotal part of the income generation team, raising much needed funds to support the nursing and midwifery family going through tough times
- To cultivate and win new corporate partnerships for Cavell
- To support the Head of Partnerships and CEO on the highest-value opportunities
- To collaborate with other teams to develop compelling partnership offers
- To generate proposals and deliver 'Working With' pitches
- To proactively develop, build and manage your pipeline of opportunities, ensuring that our CRM (Salesforce) is kept up to date
- To contribute to the planning, organisation and execution of a stewardship strategy, including delivering events
- To achieve KPIs as agreed with your line manager including income generation targets
- To contribute to financial planning activity including budgeting

- To contribute to strategic planning for the income generation team

### General Responsibilities:

- Stay informed of developments within the Nursing and Midwifery sector
- Keep abreast of fundraising trends
- Where necessary, support in the delivery of other key projects

### Things we all do:

- Promote Cavell's vision, mission and core values
- Attend and assist at Cavell events and activities as required
- Be an effective ambassador for Cavell at any activity you attend
- Adhere to Cavell's policies and procedures
- Work in partnership with our community by actively involving Nursing and Midwifery professionals in the decisions we make about our work
- Do any other reasonable things your manager needs you to do

### Person Specification:

Skills, Knowledge and Experience
<b>Essential</b>
Experience of securing corporate partnerships (in the charity sector or equivalent sales experience)
Proven track record of prospect research, relationship building, negotiating and influencing
Highly motivated with the ability to work towards a target
A proactive and flexible approach, able to recognize and capitalize on opportunities
Strong written abilities, able to write compelling applications and proposals
Excellent communication skills including the ability to present confidently
A commitment to principles of Diversity, Equity and Inclusion (DE&I)
A collaborative approach to working with others
Fully competent with IT including Microsoft Office
A willingness to travel nationally (up to 40% of the time) which may include occasional overnight stays
Effective organisation and time management skills, including the ability to prioritise your own workload
A track record of developing and sustaining effective relationships with a range of stakeholders (both internally and externally)
Experience of using a CRM database to record key information
<b>Desirable</b>
Knowledge of the healthcare sector
Valid UK driving license
Experience of organizing, managing and promoting events
Understanding of the Code of Fundraising Practice
An understanding of Environmental, Social and Governance (ESG) and Social Value principles

## How to apply

To apply for this role, please email your CV and answers to the below questions to [anna@youarevalued.co.uk](mailto:anna@youarevalued.co.uk) by 27<sup>th</sup> January 2025.

You can share your answers in text form (300-500 words per answer), as a video (2-3 mins per answer) or in any other format which suits you.

- Why are you interested in working for Cavell?
- If you were recruiting for a Partnerships Manager, what qualities would you look for?
- How does this role align with your career aspirations?
- Tell us about a corporate partnership that you admire, and why.

For candidates who are shortlisted for interview stage, the interview will comprise of a 45 minute competency-based Q&A with the chance for you to ask the panel any questions at the end.

For the second stage interview, there will be a presentation task as well as competency-based Q&A.

### Recruitment Timelines:

<b>Deadline for CV &amp; Cover Letter:</b>	27 <sup>th</sup> January 2025
<b>1<sup>st</sup> Stage Interview:</b>	29 <sup>th</sup> and 30 <sup>th</sup> January 2025 (virtual)
<b>2<sup>nd</sup> Stage Interview</b>	3 <sup>rd</sup> / 5 <sup>th</sup> or 6 <sup>th</sup> February 2025 (Virtual or in person)

As an agile employer, we encourage candidates to talk to us to explore flexible working arrangements including job share arrangements and we would welcome a chat to explore how we can make the recruitment process as accessible, and comfortable, for you as possible.

Cavell currently offer statutory family leave benefits, and an enhanced sick pay scheme after a 6 month probation period.

If you'd like to have an informal chat about this role, please contact Libby, Head of Partnerships at Cavell, by emailing [Libby@Cavell.org.uk](mailto:Libby@Cavell.org.uk)