

## Job description

**Job title: Corporate Partnerships and Business Development Manager**

**Team: Fundraising**

**Responsible to: Head of Development**

**Responsible for: No direct reports**

**Working base:** Avon Wildlife Trust HQ, 17 Great George Street, Bristol BS1 5QT with all Avon Wildlife Trust owned or managed sites.

### Overall purpose of job

To research, develop, and manage high-value corporate partnerships to generate sustainable income, deepen corporate engagement, and support the Trust's purpose to secure nature's recovery across Avon.

To develop and deliver a values-led consultancy offer that generates sustainable income, while supporting nature recovery.

The role focuses on delivering clear partnership products, long-term relationships, and tailored solutions that meet business needs while delivering income for the Trust and measurable conservation impact.

### Main responsibilities

- Develop and grow the Trust's corporate fundraising programmes in line with organisational strategies and targets to increase impact through income generation and pro-bono support.
- Secure, manage, and grow corporate partnerships through a portfolio of products such as:
  - Tailored Corporate Partnerships linking business priorities to impact for nature and people
  - Workdays and away days
  - Social Value offers
  - Commercial Participator Arrangements
- Identify, cultivate and steward long term relationships with corporate partners, ensuring strong retention and renewal through high-quality account management.
- Develop compelling proposals, pitches, impact reporting and organise events to deepen engagement.
- Develop and manage a profitable consultancy offer by identifying market opportunities, designing services aligned with conservation expertise (e.g. ecological advice, land management, biodiversity insight and wildlife-friendly solutions).
- Build and manage client relationships across public and private sectors, securing new business.
- Scope, prepare proposals and oversee delivery of consultancy projects.

- Monitor performance, income targets, and impact of corporate partnerships and consultancy offers.
- Work closely with CEO and Head of Development to plan and develop corporate relationships.
- Collaborate with fundraising, communications, and programme team colleagues to develop proposals and deliver partnership benefits.
- Support colleagues across the Trust on all business engagement and corporate fundraising enquiries, ensuring leads are added to our pipeline and progressed.
- Support colleagues to cross-sell and promote the Trust's nature-based solutions and green finance initiatives.
- Act as the first point of contact for the Royal Society of Wildlife Trusts (RSWT) on all corporate engagement and fundraising initiatives.
- Represent the Trust at meetings, events, and networking opportunities.

## Job specification

### Management and Supervision

- Task manage Fundraising Officer.
- Coordinate cross-functional input from internal teams, associates, and partner organisations.
- Oversee relationships with external agencies, suppliers and partners.
- Establish and maintain effective systems for project planning, delivery, and quality assurance.

### Accountability and Resources

- Accountable for delivering agreed corporate partnership income.
- Manage consultancy service budgets, pricing structures, and financial forecasting to ensure profitability.
- Oversee contractual arrangements with clients and partners, ensuring compliance with legal, financial, and organisational requirements.
- Ensure accurate record keeping, reporting, and compliance with relevant legislation and best practice, including GDPR, the Fundraising Regulator's Code of Fundraising Practice and the Trust's fundraising policies.

### Job Impact

- Secures sustainable corporate partnership income and consultancy revenue.
- Supports delivery of nature recovery outcomes by securing sustained corporate partnerships.
- Builds long-term partnerships that enhance the Trust's profile and influence with the business community.
- Play an active role in the team's wider work and championing fundraising across the Trust.

## Independence and Judgement

- Works independently to plan and manage corporate partnership activity within agreed strategy.
- Exercises judgement in prospect selection, negotiation, pricing, and risk management.
- Operates with a degree of autonomy in developing the consultancy offer and pursuing business opportunities.
- Implements the Trust's due diligence process and gift acceptance policy to assess the suitability of new and existing corporate partnerships.
- Escalates complex or sensitive issues appropriately while maintaining day-to-day operational independence.

## People and Contacts

- Develops and maintains strong relationships with a wide range of stakeholders including corporate partners, developers, landowners, local authorities, and VCSEs.
- Works closely with fundraising, communications, finance, and programme colleagues.
- Promotes a positive culture of collaboration, sharing and learning.
- Engages with volunteers, suppliers, and stakeholders involved in corporate activity.
- Negotiates contracts, manages client expectations, and handles sensitive or complex stakeholder interactions.
- Acts as a key external representative of the Wildlife Trust in professional settings.

## Creativity and Innovation

- Develops partnership ideas and engagement opportunities.
- Innovation in service and product design, pricing models, and delivery methods to remain competitive, responding to market demand.
- Identifies new sectors, approaches, and income streams aligned with the Trust's objectives and values.
- Applies creative problem-solving to balance business demands with ecological integrity and organisational values.

## Working conditions

- Generally office based, some regional travel will be expected.
- Optional hybrid working by prior agreement with your line manager.
- Occasional travel to other Avon Wildlife Trust sites within Avon.
- Occasional evening and weekend work as necessary (TOIL awarded).
- You will not be required to work outside of the UK.

## Person specification

### **E = essential criteria. D = desirable criteria**

Please note - we have robust safeguarding procedures in place. This post is subject to a successful DBS (Disclosure and Barring Service) check if applicable, and we will require two workplace references.

### Experience

- Managing and growing corporate partnerships (E)
- Achieving income targets in a fundraising or sales environment (E)
- Account management, relationship management, and business development (E)
- Managing projects, including budgeting, delivery, and evaluation (E)
- Developing and delivering environmental or ecological consultancy services (D)
- Working in the charity, environmental, or not-for-profit sector (D)
- Using CRM systems and reporting on fundraising performance (D)

### Competence, knowledge and skills

- Knowledge of corporate fundraising vehicles, including partnerships; grants; cause-related marketing; social value; and gifts in kind and pro bono (E)
- Strong relationship-building, influencing and negotiation skills (E)
- Excellent written and verbal communication skills, including proposal writing and presentations (E)
- Ability to develop compelling tailored partnership propositions linked to organisational impact (E)
- Strong organisational skills and ability to manage multiple partnerships and priorities (E)
- Financial literacy, including budgeting, forecasting, and income tracking (E)
- Good digital and IT skills with experience of the full Microsoft suite and CRM databases (D)
- Strong business awareness with the ability to develop viable service offers and pricing models (D)
- Knowledge of data protection and fundraising regulations (D)

### Personal qualities

- Confident, professional, and persuasive communicator (E)
- Proactive, target driven, and results focused (E)
- Collaborative and relationship orientated, with strong interpersonal skills (E)
- Business minded while aligned with the Trust's values and objectives. (E)
- Resilient and adaptable in a commercially driven and evolving environment, developing new offers and solutions as required (E)
- Interest in wildlife and nature conservation and supportive of the aims of the Wildlife Trusts. (D)
- Supportive of the Avon Wildlife Trust values (E)

## **Our values:**

### **We're determined**

Nature is facing huge challenges, but we have the skills, tenacity, and experience to help it recover and thrive.

### **We get things done**

Nature's recovery takes bold and decisive action. Our ability to work locally and at a landscape scale enables us to make an immediate and effective impact.

### **We're collaborative**

Nature connects us all. We work to bring like-minded people together, co-creating solutions that help nature and people flourish.