



**Brightening Children's Lives**

# **Corporate Partnerships & Sponsorship Manager Recruitment Pack**



Registered with  
**FUNDRAISING  
REGULATOR**



**Registered Charity Number: 1177062**

# Welcome

## Foreword from our Chief Executive

Thank you for your interest in joining Leeds Children's Charity and for considering becoming part of our journey.

For more than 120 years, Leeds Children's Charity has been helping children across Leeds build confidence, experience adventure and enjoy childhood as it should be.

Today, with 1 in 4 children in Leeds growing up in poverty, our work has never been more important. As we continue to grow, we're looking for passionate people who share our ambition to reach more children, strengthen our impact and create brighter futures.

Our Corporate Partnerships & Sponsorships Manager role is central to that ambition. You'll lead the development of meaningful partnerships with businesses across Leeds and beyond, creating opportunities for organisations to make a lasting difference through fundraising, sponsorship and volunteering at our home, Lineham Farm.

This is an exciting opportunity to shape and grow our corporate partnerships programme, building relationships that not only generate vital income but also inspire businesses to become part of a community committed to giving every child the opportunity to thrive.

If you're passionate about creating purposeful partnerships, building lasting relationships and making a genuine difference to children's lives, we'd love to hear from you.

Together, we can help even more children build confidence, discover new adventures and create memories that last a lifetime.

Best wishes,  
Sharon Milner  
Chief Executive





# Role information

- **Job title:** Corporate Partnerships & Sponsorship Manager
- **Salary:** £36,000 (£21,600 pro-rata)
- **Hours:** Part-time 22.5 per week
- **Location:** Onsite (Leeds Children's Charity, Lineham Farm, Swan Lane, Eccup, Leeds, LS16 8AZ) with some hybrid working
- **Reporting to:** Head of Fundraising
- **Closing date:** Friday 7th August

**Interview date:** Wednesday 12<sup>th</sup> August

## Rewards and Benefits

As a charity, our people are at the heart of everything we do, and we are actively reviewing our rewards and benefits package.

- Competitive salary
- 25 days holiday per year
- Pension scheme
- On-site, free parking
- Birthday off
- Beautiful rural farm location





# Who we are

**At Leeds Children's Charity, we believe every child deserves the chance to build confidence, experience adventure and enjoy childhood as it should be.**

**For more than 120 years, we've been supporting children across Leeds who are growing up in poverty or facing disadvantage.**

**Through residential breaks, outdoor learning and trusted support at our home, Lineham Farm, we provide safe spaces where children can try new experiences, build resilience, create happy memories and discover what they're capable of.**



**“Leeds Children's Charity at Lineham Farm offers something that we cannot – the opportunity for children to ‘get away’ from the oppressive circumstances that they find themselves in, and show them a viable alternative.”**

**School Headteacher**



# Fundraising Structure



**Sharon Milner**  
Chief Executive



**Lisa Williams**  
Head of Fundraising



**Megan Phillips**  
Community Fundraising &  
Events Manager



**Corporate Partnerships and  
Sponsorships Manager**



**Amy**  
Community Fundraiser





# The Role

The Corporate Partnerships & Sponsorship Manager will develop and deliver a strategy to secure, manage, and grow income from corporate supporters and sponsors. The postholder will build strong, mutually beneficial relationships with businesses across Leeds ensuring companies see clear value in partnering with the charity through sponsorship, fundraising, and a unique offer of CSR volunteering days at Leeds Children's Charity at Lineham Farm.

## Key Responsibilities

### Strategy and Planning

- Develop and implement a corporate partnerships and sponsorship strategy aligned to the charity's overall fundraising plan.
- Identify new corporate and sponsorship prospects, building a healthy pipeline of opportunities.
- Contribute to income forecasts, reporting against agreed targets.

### Business Development

- Research, approach and secure new corporate partners and sponsors across a range of sectors.
- Create tailored sponsorship packages for events, programmes and campaigns, ensuring strong return on investment for partners.
- Negotiate partnership and sponsorship agreements that deliver value for both parties.

### Relationship Management

- Account manage existing partners and sponsors, ensuring excellent stewardship and high levels of satisfaction.
  - Develop creative, engaging partnership activities including staff fundraising, and cause-related marketing working with the Marketing Manager, promote payroll giving, volunteering and sponsorship activation.
  - Work closely with the Head of Fundraising, CEO, and Trustees to maximise opportunities within their networks.
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# Key Responsibilities

continued

## Communications and Promotion

- Work with the Marketing & Communications team to develop compelling partnership and sponsorship materials, case studies.
- Responsible for managing end-to-end delivery of corporate campaigns, from strategy and planning through to execution and post-campaign analysis.
- Represent the charity at networking events, business forums, and community groups.
- Act as an ambassador for the charity in all corporate engagement.

## Internal Collaboration

- Work with colleagues to align corporate support, sponsorship, and volunteering with programme delivery.
- Support the organisation to benefit from pro bono expertise, gifts in kind, and employee volunteering.
- Ensure all activities comply with the Fundraising Regulator's Code of Fundraising Practice and charity policies.

# Person Specification

## Skills and Competencies

- Excellent relationship-building and networking skills, with credibility at senior business levels.
- Ability to work independently, flexibly and manage multiple priorities simultaneously.
- Creative, with ideas for building visibility and brand.
- Passion for improving children's lives and alignment with the charity's values.
- Strong ability to develop and deliver persuasive pitches and proposals.
- Strong project management and organisational skills.
- Excellent written and verbal communication skills.
- Ability to travel independently across the region (with driving licence and access to a vehicle).
- Ability to work flexibly, independently, and as part of a small team.
- Knowledge of the Leeds and Yorkshire business community.





## Knowledge and Experience

- Knowledge of the Leeds city region and its community infrastructure.
- Experience of venue-based fundraising or event organisation.
- Experience of using CRM systems to manage pipelines and report progress.
- Proven track record in corporate fundraising, sponsorship, account management, or business development.
- A target-driven mindset with experience of meeting and exceeding income goals.
- Experience of developing and managing sponsorship packages.
- Understanding of corporate CSR/ESG priorities.
- Experience of planning or managing employee volunteering or CSR days.
- Experience in public speaking.

## Qualifications/Training

- 5 x GCSE (including English & Maths) or equivalent
- Recognised fundraising qualification (e.g., Institute of Fundraising certificate) is desirable







# **We'd love to hear from you!**

**Together, we can ensure every child in Leeds reaches their full potential. Ready to make a difference?**

**To apply please send CV and covering letter to [lisa@leedschildrenscharity.org.uk](mailto:lisa@leedschildrenscharity.org.uk)**



**Apply today**