

<b>Job Title:</b>	Partner Engagement Manager	<b>Function:</b>	Marketing, Communications & Fundraising
<b>Reports To Manager:</b>	Deputy Director of Fundraising, Strategy & Brand	<b>Job Family:</b>	Support & Professional
<b>Date:</b>	January 2025	<b>Band:</b>	6

**Purpose:** Manage and nurture relationships with commercial and charitable partners, driving engagement and maximising contributions to support our purpose of keeping people and pets together when times are tough

Responsibilities	Performance Measures	Organisational Skills & Values
<ul style="list-style-type: none"> <li>• Lead, manage and develop the team through the whole employee life cycle.</li> <li>• Lead account management for major funding partners including PPL and commercial partnerships.</li> <li>• Nurture new partners during onboarding with the organisation</li> <li>• Manage engagement plans to build long-term relationships with key corporate and charitable partners and stakeholders</li> <li>• Work collaboratively with the propositioning team to match propositions with current and future partners.</li> <li>• Manage partnership agreements, ensuring deliverables are met and value is maximised.</li> <li>• Collaborate on the creation of tailored engagement initiatives and campaigns to deepen partner involvement and satisfaction.</li> <li>• Work closely with veterinary colleagues to deliver impact reporting for partners based on objectives</li> <li>• Analyse partnership performance metrics, providing insights to improve approach and demonstrate impact</li> <li>• Represent PDSA at external events and forums to promote the organisation and strengthen industry connections.</li> <li>• Ensure compliance with Charity legislation, fundraising regulations, relevant codes of practice to protect PDSA reputation</li> <li>• Compliance with all PDSA policies and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased revenue generated through strategic charitable and commercial partnerships</li> <li>• Positive feedback from partners regarding engagement and collaboration, leading to retained relationships</li> <li>• Successful nurturing of new high-value partners aligned with organisational goals</li> <li>• Delivery of impact reports to demonstrate the value of partnerships to veterinary objectives</li> <li>• Operate in line with departmental SLA's</li> </ul>	<ul style="list-style-type: none"> <li>• Head and Heart</li> <li>• Better together</li> <li>• Passion with purpose</li> <li>• Planning and organising</li> <li>• Acting commercially</li> <li>• Leading Effectively</li> </ul>
<p><b>Approved By: People Operations</b></p>	<p><b>Dimensions</b></p> <ul style="list-style-type: none"> <li>• Direct Reports: 2</li> <li>• Indirect Reports: 0</li> <li>• Budget: C. £100k</li> <li>• Internal Contacts: MCF, Veterinary, Supply Chain, Finance</li> <li>• External Contacts: Corporate Partners, Business owners, networking groups</li> </ul>	<p><b>Role-specific knowledge &amp; skills</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Proven experience in fundraising partnership management and income generation</li> <li>• Strong relationship management and negotiation skills</li> <li>• Ability to turn charitable impacts into engagement plans to nurture partnerships</li> <li>• Excellent communication and presentation skills</li> <li>• Analytical capabilities to measure and report on partnership performance</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Experience in the charity or non-profit sector</li> <li>• Familiarity with CRM systems for managing partner relationships</li> <li>• Professional qualifications in fundraising, marketing, or business development</li> </ul>
	<p><b>Date: January 2025</b></p>	