

Job Title:	Partner Engagement Manager	Function:	Marketing, Communications & Fundraising
Reports To Manager:	Deputy Director of Fundraising, Strategy & Brand	Job Family:	Support & Professional
Date:	January 2025	Band:	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"> Lead, manage and develop the team through the whole employee life cycle. Lead account management for major funding partners including PPL and commercial partnerships. Nurture new partners during onboarding with the organisation Manage engagement plans to build long-term relationships with key corporate and charitable partners and stakeholders Work collaboratively with the propositioning team to match propositions with current and future partners. Manage partnership agreements, ensuring deliverables are met and value is maximised. Collaborate on the creation of tailored engagement initiatives and campaigns to deepen partner involvement and satisfaction. Work closely with veterinary colleagues to deliver impact reporting for partners based on objectives Analyse partnership performance metrics, providing insights to improve approach and demonstrate impact Represent PDSA at external events and forums to promote the organisation and strengthen industry connections. Ensure compliance with Charity legislation, fundraising regulations, relevant codes of practice to protect PDSA reputation Compliance with all PDSA policies and procedures. 	Dimensions	Role-specific knowledge & skills
	<ul style="list-style-type: none"> Increased revenue generated through strategic charitable and commercial partnerships Positive feedback from partners regarding engagement and collaboration, leading to retained relationships Successful nurturing of new high-value partners aligned with organisational goals Delivery of impact reports to demonstrate the value of partnerships to veterinary objectives Operate in line with departmental SLA's 	<ul style="list-style-type: none"> Head and Heart Better together Passion with purpose Planning and organising Acting commercially Leading Effectively
Approved By: People Operations		Date: January 2025