

**Job Title:** Partnership Account Manager  
**Division:** BBC Children in Need  
**Department:** Marketing & Fundraising  
**Reporting to:** **Senior Account Manager, Partnerships**  
**Base:** **Salford or London**  
**Grade:** 6  
**Contract Type:** 6mth FTC

## THE CONTEXT OF THE ROLE

BBC Children in Need is the BBC's UK Charity. Our vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential.

The Charity, currently supporting 2,454 projects working with children and young people in the UK, with a total value of c.£130m, has the following strategic aims:

- **To increase our impact:** to accelerate and broaden the positive and measurable impact that we have on the lives of children and young people.
- **To build strong financial foundations:** to drive income growth and optimise our funds to maximise the benefit they can have.
- **To build a strong charity:** be an efficient, effective and well-run organisation, which supports its staff to be their best.

This role directly supports the above vision and therefore is critical in dynamically driving forward the aims of the Charity.

## AIM OF ROLE

The role will be responsible for a portfolio of the Charity's corporate partners, managing relationships across each business and looking for opportunities to maximise income.

## MAIN RESPONSIBILITIES

Lead on the operational elements and input on the strategic direction of each partnership.

Work closely with teams from across the Charity to produce and implement a year round strategic engagement programme with realistic income targets.

Drive successful and productive relationships at every level within the partner business to ensure CiN deliver on the partnership key priorities.

Manage a calendar of events/engagement and ensure relevant support and successful implementation.

Work with stakeholders from across the partners business and CiN to develop an integrated comms and PR strategy to communicate successes across all internal and external platforms.

Support Senior Account Manager to plan and monitor budget.

Produce regular reports analysing progress against pre agreed KPI's, including financial targets and key learnings from fundraising activity.

Represent the partnership at internal and external meetings and events.

Any other duties, which are deemed appropriate to the role, which may be required to enable the charity to operate efficiently.

### **Knowledge Skills & Experience**

- Proven track record of Account Management and driving mutually beneficial partnerships in a competitive commercial environment
- Experience of managing key stakeholders at every level and developing bespoke programmes to drive revenue and engagement.
- Excellent organisational and planning skills, with a track record of meeting and exceeding targets.
- Experience of working in a target driven environment
- Experience of working with a team to organise high profile and complex events, and managing subsequent analysis, monitoring income and expenditure and making relevant recommendations based on any learnings.

### **COMPETENCIES**

- **Strategic Thinking** - able to identify the plans required to be implemented to meet goals and can take a broad overview of issues, assessing situations, decisions in the short and long term. Demonstrates an awareness of the whole organisation and links this through to own department, projects and people. Keeps up-to-date with developments in the outside world and considers challenges in the context of the internal and external environment.
- **Decision making** – is ready and able to take the initiative, originate action and be responsible for the consequences of the decisions made.
- **Leading creativity and innovation** – fosters imagination, creativity and experimentation, takes and promotes considered risks, celebrates creative successes and learns from failure, shows openness to alternative ways of doing things.
- **Using external thinking** – builds bridges with useful organisations and innovative thinkers, keeps up to date with developments in their field, responds to the demands of our commercial environment, relishes feedback and responds honestly to what our audiences and customers have to say, whether likes it or not.
- **Collaborating across boundaries** – challenges systems, processes and people that block collaboration, connects people, ideas, processes and issues, sets an example by sharing

resources, knowledge ideas and skills across the organisation, builds helpful productive relationships across the organisation.

- **Providing direction through change** – is open to change and responds flexibly to new challenges, provides momentum when driving change, involves others in building plans for change.
- **Maximising business effectiveness** – provides the best value by sharing our resources across the BBC, looks for value for money for licence payers, sets realistic budgets and manages them effectively, considers the business implications of decisions, avoids waste and challenges under use of resources.
- **Influencing and persuading** – ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.
- **Managing performance** – sets challenging team and individual objectives and trusts people to get on with them, shares clear expectations about required performance levels, rewards success and addresses performance issues quickly and fairly, treats team members with honesty, respect and compassion.
- **Developing talent and diversity** – coaches others to build on strengths and improve on weakness, gives and listens to regular, honest feedback, grows the BBC's new leaders, recruits and develops talent from a diverse range of backgrounds, connects with people from all parts of society.

