

Corporate Partnerships Manager

Job Description & Person Specification

Organisation: Home-Start Edinburgh

Salary: £38,000 FTE (pro rata for 20 hours per week)

Status: Permanent



Role summary

This is a build-and-grow role focused first on creating a strong pipeline of Edinburgh businesses, securing new partnerships and launching an accessible business engagement route through the Friends of Edinburgh scheme. As new supporters are secured, the balance of the role will evolve to include deeper stewardship, account growth and longer-term partnership development.

The role is intentionally broad enough to attract candidates with corporate fundraising experience and strong candidates from business development, account management, sponsorship, sales or commercial partnerships backgrounds who can transfer their skills into the charity sector.

Job Description

Salary

£38,000 per annum, pro rata for 20 hours per week

Employer

Home-Start Edinburgh

Accountability

Chief Executive, Home-Start Edinburgh

Direct reports

None initially

Location

Edinburgh / hybrid, with local travel for meetings, events and networking

Purpose of the job

The Corporate Partnerships Manager will lead the development of income from businesses, with a primary focus on building a high-quality pipeline, generating new opportunities and securing new corporate partnerships for Home-Start Edinburgh.

The postholder will develop and deliver a practical corporate partnerships plan that reflects the organisation's size, profile and ambitions in Edinburgh. They will identify and engage businesses that want to make a meaningful difference to local families, and convert interest into long-term support through creative, well-managed and mutually beneficial partnerships.

A core part of the role will be shaping and rolling out the Friends of Edinburgh scheme as an accessible route for businesses to get involved. This will sit within the wider new business approach -

providing an entry point for local companies, creating momentum in the market, and helping to build a pipeline from lower-touch support to deeper strategic partnerships over time.

In the early phase of the role, the strongest emphasis will be on market mapping, prospecting, proposition development, outreach, networking and conversion. As partnerships are secured, the role will flex to include a growing element of stewardship, renewal and account growth.

Context

Home-Start Edinburgh supports families with young children through challenging times, providing compassionate, non-judgemental support that helps parents build confidence, resilience and stronger family relationships.

This role is an opportunity to build something meaningful and sustainable: a locally grounded corporate partnerships programme that connects Edinburgh's business community with the needs of families across the city. The postholder will need to combine strategy with delivery, external confidence with internal collaboration, and persistence with creativity.

Main responsibilities

1. Corporate partnerships development, new business and Friends of Edinburgh

- Develop and deliver a corporate partnerships plan, pipeline strategy and activity plan aligned to agreed income objectives and organisational priorities.
- Research, identify and prioritise businesses, sectors, networks and decision-makers across Edinburgh with the strongest potential to support Home-Start Edinburgh.
- Build, manage and actively progress a healthy pipeline of prospects, ensuring disciplined prospect management, clear next steps and effective use of data and insight.
- Generate new business opportunities through targeted outreach, warm introductions, networking, relationship-building and attendance at relevant local events.
- Develop compelling, tailored propositions, pitches and partnership ideas that align business interests with Home-Start Edinburgh's mission, local relevance and impact.
- Lead on the development and rollout of the Friends of Edinburgh scheme as part of the wider new business offer, including pricing, benefits, messaging, recruitment approach, supporter journey and renewal approach.
- Position Friends of Edinburgh as an accessible entry point for businesses while also using it strategically to identify upsell opportunities and build a longer-term corporate pipeline.
- Secure a range of partnerships and forms of support, which may include unrestricted income, Charity of the Year partnerships, sponsorship, employee fundraising, team challenges, volunteering, in-kind support, gifts in kind and pro bono support where appropriate.
- Lead on the development of proposals, pitch decks, partnership plans, budgets, reports, agreements and internal papers as required.
- Maintain accurate and up-to-date records of pipeline activity, meetings, proposals, conversion rates, income and partner engagement on the organisation's systems.

Indicative focus in the first phase of the role: approximately 65-75% of time, recognising that this is the core growth engine of the post.

2. Partnership management, stewardship and growth

- Build strong, trusted and professional relationships with new and existing corporate supporters, acting as a confident and credible representative of Home-Start Edinburgh.
- Deliver excellent stewardship so that supporters feel valued, informed and connected to the impact of their support.
- Work with colleagues to ensure timely delivery of agreed partnership benefits, impact reporting, stories, recognition and engagement opportunities.
- Identify and maximise opportunities to renew, deepen and grow support over time, moving relationships from one-off or entry-level support into broader and more strategic partnerships where appropriate.
- Develop account plans for key supporters as the portfolio grows, identifying risks, opportunities, senior stakeholder engagement needs and next-step asks.

Indicative focus in the first phase of the role: approximately 10-20% of time, with this expected to grow as new partners are secured.

3. Proposition development and internal collaboration

- Work closely with the Chief Executive and colleagues across the organisation to shape a clear, deliverable and compelling corporate offer.
- Translate Home-Start Edinburgh's work into partnership opportunities that are attractive to businesses and realistic for the organisation to deliver.
- Gather stories, service insight, outcome information and organisational priorities to strengthen cases for support and partner communications.
- Ensure internal stakeholders are appropriately briefed and engaged in partner meetings, pitches and relationship development.
- Contribute ideas, learning and market insight to support the organisation's wider fundraising and profile-building activity.

Indicative focus in the first phase of the role: approximately 10-15% of time.

4. Profile raising, reporting and team contribution

- Represent Home-Start Edinburgh externally in business and community settings, helping to raise the organisation's profile and credibility with potential supporters.
- Monitor performance against agreed objectives and provide regular reporting on pipeline health, income generation activity, conversion, risks and opportunities.
- Contribute to annual planning, budgeting, review processes and wider fundraising discussions as required.
- Work in line with Home-Start Edinburgh's policies, values, safeguarding approach, data protection requirements and safer recruitment commitments.
- Undertake any other duties that are reasonably required and consistent with the scope of the role.

Indicative focus in the first phase of the role: approximately 5-10% of time.

Working as part of a team

- Work collaboratively and flexibly with colleagues to contribute to a joined-up, supportive and values-led culture.
- Attend team meetings, supervision, annual review and professional development activities.
- Champion the values of Home-Start Edinburgh and contribute positively to an environment of openness, encouragement and enjoyment.

Person Specification

Corporate Partnerships Manager

This person specification is designed to attract candidates from charity and commercial partnerships backgrounds with strong transferable skills.

	Essential	Desirable
Education / qualifications	<ul style="list-style-type: none"> • Educated to Higher level or equivalent professional experience. • Evidence of continuing professional development or willingness to learn and develop in role. 	<ul style="list-style-type: none"> • Relevant qualification in fundraising, marketing, business, communications or a related field.
Knowledge	<ul style="list-style-type: none"> • Good understanding of relationship-based income generation, partnerships, sales, business development or account management principles. • Understanding of what motivates businesses to engage with charities or community organisations, including brand, staff engagement, local impact and social value. • Good understanding of how to build and manage a prospect pipeline, move opportunities through stages and maintain momentum over time. • Working knowledge of Microsoft Office and confidence using CRM or database systems to record activity and manage relationships. • Understanding of the importance of confidentiality, data protection and professional handling of supporter information. 	<ul style="list-style-type: none"> • Knowledge of corporate fundraising practice within the voluntary sector. • Understanding of corporate social responsibility, ESG, community investment or local business engagement. • Knowledge of the Edinburgh business landscape and relevant networks.
Experience	<ul style="list-style-type: none"> • Experience in one or more of the following areas: corporate fundraising, business development, sales, 	<ul style="list-style-type: none"> • Experience of securing corporate partnerships or sponsorships in a charity setting. • Experience of launching or

	<p>sponsorship, partnerships, account management or client relationship management.</p> <ul style="list-style-type: none"> • Experience of proactively identifying, approaching and developing new opportunities. • Experience of building, managing and progressing a pipeline of prospects and converting interest into agreed outcomes. • Experience of developing proposals, presentations, pitch materials or written cases for support. • Experience of building strong relationships with a range of stakeholders and adapting communication style to different audiences. • Experience of working to targets, income goals, KPIs or other measurable objectives. • Experience of managing competing priorities, maintaining attention to detail and following through consistently. 	<p>developing a new product, scheme or business offer.</p> <ul style="list-style-type: none"> • Experience of stewarding supporters, clients or partners to secure repeat business, renewal or growth. • Experience of working in a small organisation or in a role that combines strategy and hands-on delivery.
<p>Skills and abilities</p>	<ul style="list-style-type: none"> • Excellent interpersonal and relationship-building skills. • Strong written and verbal communication skills, including the ability to produce persuasive and well-structured written materials. • Ability to think strategically while also delivering practically and at pace. • Confidence in networking, outreach and presenting to external stakeholders. • Strong organisational skills, with the ability to plan, prioritise and manage a varied workload independently. • Ability to spot opportunities, 	<ul style="list-style-type: none"> • Experience of using data, insight or market research to strengthen targeting and propositions. • Confidence in developing budgets, forecasts or simple financial proposals.

	<p>use initiative and take action.</p> <ul style="list-style-type: none"> • Ability to collaborate effectively across teams and bring colleagues with you. 	
<p>Personal attributes / values</p>	<ul style="list-style-type: none"> • Proactive, resilient and self-motivated, with the persistence needed to build new income over time. • Warm, credible and professional, with the ability to represent Home-Start Edinburgh confidently and authentically. • Flexible and adaptable, with the judgment to balance ambition with the realities of organisational capacity. • A positive, solutions-focused approach and willingness to contribute to a supportive team culture. • Commitment to the values and mission of Home-Start Edinburgh and to working in a way that supports safeguarding, inclusion and dignity. 	<ul style="list-style-type: none"> • Personal connection to or understanding of the value of family support, early intervention or community-based services.

