

## JOB DESCRIPTION

**Job Title:** Partnerships Manager (CSM Innovation) **Accountable to:** Senior Corporate Partnerships Manager

**Contract Length:** Fixed Term (2 years) **Hours per week/FTE:** 35 / 1.0 **Weeks per year:** 52

**Salary:** £36.532.00 - £44.865.00 per annum **Grade:** 4

**College/Service:** CSM / Innovation and Business **Location:** King's Cross, Granary Building

### Purpose of Role:

To develop and maintain an effective corporate partnership and sponsorship function for Central Saint Martins as part of the CSM Innovation team at the College.

To grow income for the department and the College through its event programme, college initiatives and programme partnerships, with consideration to the Knowledge Exchange, CSM and UAL strategies.

You will develop partnerships to help achieve our ambitious plans for growth and that tackle societies biggest challenges, deliver wider social, environmental and economic impact, to bring about positive change.

### Duties and Responsibilities

- To implement the annual business plan for corporate sponsorship, as agreed by the Director of CSM Innovation and the College Management Team, focusing primarily on attracting sponsorship and partnerships from the corporate sector, which can be used to benefit staff and students across the College.
- To work with partners and colleagues to ensure partnership objectives are aligned with the key strategic aims of the Knowledge Exchange, CSM and UAL strategies, wherever possible.
- To work with the CSM Innovation team and, in coordination with the UAL Development and Alumni Relations team where appropriate, to develop and deliver suitably rewarding sponsorship packages and deliver on partnership objectives for all new and existing relationships. This includes effective record-keeping; preparation of evaluation and monitoring reports; maintaining feedback mechanisms; and preparing new proposals in advance of contract end dates.
- To contribute to the development of the department's marketing and PR activity and the wider public profile for the full range of work done in the College in association with the External Relations team, including in the press, among prospective and current clients, visitors and key decision makers, to support the business development effort.
- Support students in their degree show fundraising efforts and future employability by setting

up and delivering a workshop on finding sponsorship.

- Support the Senior Corporate Partnership manager in developing new partnerships, engaging with relevant Business Development Managers (BDMs) to identify one off engagement opportunities that can be developed into long term partnerships.
- Use the CRM/Salesforce and any other reporting tools to undertake informed prospecting of specific and targeted sectors for proactive approaches and research and attend relevant networking opportunities to raise the profile of the CSM Innovation offer and build a network in the relevant industries.
- Build strong relationships with each academic programme to create engaging and inspiring partnerships offers for course/programme/college wide partnerships.

### **General**

- To be part of the CSM Innovation team and to work with members of this team and those in the College's External Relations team to ensure that maximum benefit is gained from and by all College clients.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

**Key Working Relationships:** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

**Internal**

- **Senior Corporate Partnerships Manager**
- Director of CSM Innovation and Director of Internal and External Relations
- College senior management team, programme directors and course leaders
- Innovation team, and Internal and External Relations teams
- UAL Development and Alumni Relations
- Academic Programme Directors
- Finance and Legal teams

**External**

- College clients and potential clients and their PR companies

**Specific Management Responsibilities**

**Budgets:** Delivery of corporate sponsorship target as appropriate

**Staff:** none

**Other** (e.g. accommodation; equipment): None

Signed \_\_\_\_\_ Date of last review: January  
2023

(Recruiting Manager)

**Job Title: Partnerships Manager (CSM Innovation)**

**Grade: 4**

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

<b>Person Specification</b>		
<b>Means of testing - A=application I=interview T=selection task</b>		
Specialist Knowledge/Qualifications	Degree qualification or equivalent relevant experience	A
	Knowledge of Higher education sector, fundraising and/or Creative industries is desirable	A
Relevant Experience	Experience of business development within HE, Creative or Fundraising Sectors	AI
	Track record of financial achievement in sales including developing products and services to meet client requirements	AI
	An understanding of client PR, branding and marketing needs	AI
Communication Skills	Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way	AI
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance	AI
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time	AI
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups	AI
Customer Service	Builds and maintains positive relationships with students or customers	AI
Creativity,		

Innovation and Problem Solving	Uses initiative or creativity to resolve problems	AI
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**Last updated July 2022**