



## Role Specification

### Partnerships Manager

---

#### About Be the Business

Productivity drives growth as well as increasing social prosperity and improving living standards but Britain has never fully recovered from the global crisis and recession that followed. Now the turbulence following the vote to leave the EU risks even more economic uncertainty. If productivity growth was important before the Brexit vote, it is crucial now.

Having been asked by the Chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield, Chairman of the John Lewis Partnership, brought together some of the brightest minds in UK plc to approach the problem in a different way. The result was a report entitled "[How Good Is Your Business Really](#)" that called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie and Chief Executive Tony Danker, Be the Business (BtB) was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

Be the business focusses on the role that management and leadership play in improving firm level productivity. We do not tend to look at the sector specific technical expertise required in a given industry, but rather the kinds of leadership and management practices that have been proven to support firms in driving better productivity and competitiveness – things like helping your people thrive and produce, meeting customer needs, making sure it all comes together in the bottom line, and strengthening personal and strategic leadership.

These are vital attributes for UK firms, not only in light of the uncertainty of Brexit and the resilience that firms will have to exhibit, but also in light of the stagnant levels of productivity across the country over the last decade compared to our G7 peers who have recovered more strongly since the financial crisis.

#### The role

Reporting to the Strategic Partnerships Director, the Partnerships Manager will be responsible for managing Be The Business's relationship with a number of corporate partners, in order to maximise value to the charity and meet the expectations and ambitions of the partner. These partners could range from banks and technology providers, to business support organisations and advisory firms, as well as public sector and industry bodies. These channels represent an effective route to the SME market and will be essential to maintaining a low-cost and high-reach customer acquisition model, as well as expanding our reach, trust and reputation more broadly. In addition, such partnerships will also form a crucial part of our revenue generating strategy.

Key accountabilities for the role are as follows:

#### **Partnership development / acquisition**

- Scope and open up potential partnership opportunities, and work with the Strategic Partnerships Director to pitch opportunities for collaboration to those organisations;
- Work with the corporate affairs and marketing teams to ensure Be The Business's brand identity and proposition are well represented in our partnerships work
- Gather evidence and case studies from our partners to generate "adoption success stories" to showcase how our approach is gaining traction, both to show progress and to attract new partnerships;
- Work with potential partners to understand and develop a set of mutually beneficial objectives and ideate, scope and plan initiatives for joint projects that consider the ambitions of all parties; and

#### **Partnership management**

- Ensure the success of key strategic partnerships in terms of both delivery and impact;
- Relationship management of strategic partners to ensure they are confident we are meeting their expectations and that these are balanced with the objectives of BtB;
- Ensure appropriate communication, data and reporting is completed to meet partners' and BtB needs
- Facilitate events and visits as needed for successful partnership management
- Manage communications with partners in a professional and timely manner

#### **Internal collaboration**

- Working closely with programme leads who are operating in partnership with larger organisations, either cross regionally or nationally, to ensure work is aligned and seamless from the point of view of the partner and that BtB is clear about requests and asks of our partners across all of our work;
- Represent partners' interests and requirements internally, and support colleagues to deliver against those requirements
- Keep abreast of other colleagues' external relationships to identify opportunities to expand or broaden partnerships to the wider benefit of BtB and support or lead those negotiations

#### **Skills & experience**

- Significant experience and demonstrable success in external partnership building and experience of dealing with senior executives of large organisations.
- Experience of working with multiple teams within an organisation to manage delivery against objectives, particularly in collaboration with others to ensure targets are met
- High quality presentation and verbal communication skills
- High quality written presentation skills
- Ability to think strategically as well as to contribute to operational delivery.
- Proven ability to successfully manage a portfolio of complex projects.
- Excellent negotiation and interpersonal skills.
- An ability to manage the expectations, demands, and priorities of multiple internal and external stakeholders.
- Excellent analytical and organisational skills.

#### **Education / qualifications**

- Degree level or equivalent

### **Role Details**

- This is a full time, fixed term contract position for up to 12 months
- Location: Central London
- Salary – Competitive
- Other benefits: 6 weeks' holiday & company contributions of 10% into the BtB pension scheme (subject to employee contributions of 5%)