

FareShare

Brand Partnerships Manager - Corporate Fundraising

Reporting to:	Head of Fundraising
Location:	London / Remote in current circumstances
Hours:	Full time
Salary:	£35-40,000
Contract:	Temp to Perm with review in March 2021

About FareShare

FareShare is the UK's national network of charitable food redistributors, made up of 17 independent organisations. Together, we take good quality surplus food from right across the food industry and get it to almost 11,000 frontline charities and community groups. Over the past year 24,074 tonnes of food were redistributed by FareShare Regional Centres and FareShare Go nationwide, our charity network serves 933,578 people every week.

Hunger is a growing issue in the UK and while there is surplus food that is otherwise going to waste, we believe that this food should be used to feed people first.

The COVID-19 pandemic has created an even greater need for FareShare's work and during this time, we have trebled the amount of food distributed to support vulnerable people. Expanding our Income Streams is more crucial than ever to help fund our on-going activities.

FareShare's Strategy & Vision

Vision: We have the vision of a UK where "No good food goes to waste".

Mission: To use surplus, fit for consumption, food to feed those who are vulnerable in the UK by supporting front line charitable organisations that tackle the cause and not just the symptoms of food poverty.

Our Purpose: We are doers. We are a community. We change lives.

Our Values:

- Passion** - for our cause and the challenge that lies ahead
- Ambition** - to go the extra mile and drive the change that must happen
- Respect** - for ourselves, each other, our volunteers, our partners and our beneficiaries
- Collaboration** - it's only by working with others that we can be stronger

Focus - on providing the best service possible so that we deliver and achieve the most for our clients/customers.

The role

We have a dynamic Fundraising team and have seen incredible growth in support across income streams. At the same time, the organisation is passionate and committed to increasing our activities so that more food can reach the 11,000 charities and community groups nationwide. To meet this ambition, we need to continue to grow our income and as a result of new investment agreed by our Trustees, we are now looking for a Brand Partnerships Manager to generate income through brand and commercial collaborations.

FareShare has strong relationships within the Food Industry, working with over 450 partners from supermarkets, supply, storage and transport companies. These partners are crucial to us achieving our mission and there is huge scope to create multi-layered partnerships that include fundraising products and promotions.

Over the past few years, FareShare has developed brand partnerships with high profile brands such as Coca Cola, Kellogg's, and Hellmann's. This role will manage a portfolio of existing brand partners and will also seek to further develop our income from cause-related brand partnerships and commercially led fundraising partnerships.

With FareShare's increased brand profile and consumer awareness along with our dual purpose in creating both social and environmental impact, we have a strong proposition.

This is a great opportunity to secure innovative brand collaborations that have real impact. We're looking for a creative relationship builder with strong commercial awareness and an eye for spotting income generating potential.

Main areas of responsibility

The key focus of the role will be:

1. Develop and execute a strategy to generate income from cause-related, brand partnerships in line with the overall FareShare Fundraising strategy
2. Maximise opportunities to generate income from FareShare's brand and assets through commercial partnerships
3. Work closely with the Food Team to realise income generating opportunities with existing food industry relationships as well as establishing new ones
4. Provide excellent account management and campaign management of brand partnerships and promotions
5. In collaboration with the Corporate Partnerships Manager, use a relationship led approach to build the overall Corporate Partnerships pipeline, maximising potential for strategic multi-faceted partnerships

Responsibilities

Strategy Setting and Income Generation

- Work with the Head of Fundraising and the Commercial Director to set an ambitious strategy to grow existing brand partnerships and commercial products and income streams
- Initially focusing on the Food Industry and FareShare's wealth of existing relationships, agree and implement a process for exploring and securing income generating opportunities to broaden our portfolio within the sector
- Ensure our new strategy is not restricted to the Food Industry but promotes income generation from across the breadth of corporate sectors
- Build a strong pipeline of prospective support and deliver effective cultivation strategies that meet agreed targets and KPIs
- Prospect, research and approach suitable companies in line with the strategy
- Create and deliver inspiring and compelling pitches to prospective partners
- Manage all elements of the pipeline - from prospecting to partnership agreement
- Provide a high standard of relationship management to a portfolio of brand partners, agreeing and monitoring key objectives and milestones for each partnership
- Ensure excellent stewardship in line with the wider Fundraising Department strategy
- Ensure FareShare's strategic priorities are addressed through our partnerships and that the brand is protected and appropriately valued
- Provide full evaluation and analysis of promotions with ROI for each campaign using data and market insights and to identify new opportunities
- Keep up to date with commercial trends and innovation in brand partnerships and use this to maximise opportunities for FareShare
- Manage all legal and financial aspects of partnership agreements

Monetisation of FareShare's brand and assets

- Work with the Head of Fundraising and the Commercial Director to establish the guidelines of brand partnerships in line with the value of FareShare's brand IP
- Develop relationships with Brand Licensing agencies to explore new opportunities in new sectors
- Explore new corporate fundraising products and activity
- Create and implement a product development approach that will broaden ways to support FareShare and increase revenue
- Explore E-commerce and digital opportunities in collaboration with the Corporate Partnerships Manager and Marketing Department

Corporate Partnerships Collaboration

- Maximise income and add value to departmental and cross market income generation activities by sharing knowledge, specialist expertise and best practice
- Work collaboratively with the Corporate Partnerships Manager to build an overall Corporate Partnerships pipeline that encourages development of strategic, multi-faceted partnerships
- With the Corporate Partnerships Manager, jointly create and deliver inspiring pitches and approaches for multi-faceted partnerships
- Develop a Seasonal Propositions Calendar for promotions to match FareShare's key projects and campaigns

- Work with the Marketing Department to ensure appropriate levels and timely planning of Communications support

Collaboration with Food Partners

- Support Head of Food and Food Team Senior Managers to embed approach to Strategic Account Management to ensure a coordinated and seamless approach which works effectively for our Food Partners
- Support the Head of Food, Food Team Senior Managers and Commercial Managers on pitches to provide specific promotional activity proposals
- Work with Food Account Managers on Year Round activity plans for Key Retail Account relationships to provide unique and dedicated proposals
- Build relationships with marketing, PR and promotional agencies which support food brands by demonstrating FareShare's impact and consumer appeal
- Establish a pipeline of potential partners by keeping abreast of food category activities and major players
- Collaboration with the Food Department to convert Income Generation partners into food partners

Legal, Compliance & Policies

- Efficient and effective management of commercial income activity ensuring compliance with GDPR, charity regulation and FareShare's own Ethical Gift Policy
- Manage all legal and financial aspects of partnership agreements

Person Specification

As an employer committed to Equal Opportunities, we will assess applications in line with these criteria that we consider either as being essential or desirable in this role.

Essential

- Proven track record of securing new business and managing partnerships/sponsorships to agreed targets
- Experience of creating and delivering commercial income strategy
- Commercial awareness with knowledge of various corporate sectors
- Experience of building strong relationships with key external and internal stakeholders
- Ability to create and deliver compelling pitches, business plans and proposals
- Ability to communicate effectively and motivate commercial partners
- Creative thinking to match FareShare's mission with existing and new audiences
- Resourceful thinker with initiative
- Good numeracy skills with excellent attention to detail

Desirable

- Experience of working in a third sector environment
- Experience of working with FMCG brands and retailers
- Experience of working with brand licences
- Understanding of product development lifecycle and brand marketing
- Experience of using Salesforce / CRM systems

Values and behaviours

- A commitment to Equal Opportunities
- An understanding of, and sympathy with FareShare's mission
- Flexibility of approach and ability to work in a team

Application procedure:

Please send a CV and covering letter to Recruitment@fareshare.org.uk by 9am on Monday 20th July 2020.

Interviews are scheduled to take place on Tuesday 28th July and Friday 31st July.