

CHASING THE STIGMA

Partnerships Development Coordinator

Role Description

Role title:	Partnerships Development Coordinator
Reporting to:	Director of Business and Operational Development
Line Reports:	N/A
Hours:	35 hours / 5 days per week
Location:	We've got a lovely office near the seaside in Crosby, Liverpool, and would obviously love to see you there as much as possible, however we're also flexible in accommodating different working preferences and personal circumstances where it will enable you to deliver the greatest impact in your work.
Salary:	c.£26,000
Benefits:	Pension scheme 28 days holiday + bank holidays + your birthday off Lots of wellbeing and social activities throughout the year

About Chasing the Stigma

Chasing the Stigma is a national mental health charity on a mission to normalise and humanise conversations about mental health, whilst ensuring that everyone in the UK can access clear pathways to support, whenever and wherever they need it.

With lived experience at our core we are driven to create a society where there is no longer a stigma associated with mental health, where people are as comfortable talking about their mental health as their physical health, and where everyone is able to find appropriate support before they reach a point of crisis, leading to a significant long-term reduction in self-harm and suicide.

We strive to achieve this through the provision of pioneering training services, awareness-raising campaigns and lobbying activities, whilst also operating the UK's largest and most comprehensive directory of community mental health services, the Hub of Hope.

Purpose of the Role

In recent years Chasing the Stigma has benefited considerably from the wide range of partnerships we have established with organisations working across the public, private and VCSE sectors. From those that have purchased a licence to integrate the Hub of Hope platform into their website, to organisations that have undertaken our Ambassador of Hope training, worked with us to deliver powerful awareness-raising campaigns, or have generated vital income through inspirational fundraising activities, without their contribution we wouldn't be half the charity we are today.

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With a range of iconic organisations now supporting our work, including NHS England, Mind, Network Rail, Student Roost, Mental Health 1st Aid England and Admiral Taverns, their contribution, along with the many others like them, can't be overstated enough in enabling Chasing the Stigma to deliver life-saving interventions for thousands of people on a daily basis.

It is against this backdrop that we are incredibly excited to be bringing on board a new Partnerships Development Coordinator to help us to take our partnership working to the next level in the months and years ahead.

With Chasing the Stigma striving to become the main mental health signposting partner for the majority of NHS Trust's in the UK, as well as establishing flagship relationships with a range of leading national brands, the successful postholder will play a key role in helping us to achieve a number of important objectives outlined in Chasing the Stigma's Strategic Plan 2023-2026, including:

- To have best in class standards of partnership lead generation, activation and relationship management
- To evidence significant return on investment for partners in relation to social, financial and strategic impact
- To be a charity partner of choice that major household brands actively strive to be associated with

Main Duties

- ✓ Take lead responsibility in relationship managing an assigned portfolio of partnerships that Chasing the Stigma has in place with a diverse range of multi-sector organisations, always ensuring we go above and beyond in meeting their expectations at every stage of the partnership journey.
- ✓ Play a key role in researching and pursuing potential opportunities to partner with likeminded organisations across the public, private and VCSE sectors. This may involve active lead generation via email, social media, networking events or client visits, or following up on enquiries coming into Chasing the Stigma via a range of different channels.
- ✓ Regularly collaborate with partners to co-produce ambitious action plans outlining the ways in which we will work together to maximise the impact of the relationship and highlighting the key deliverables that will be achieved throughout the life of the partnership.
- ✓ Oversee the onboarding, activation and implementation of new partnerships, liaising with colleagues across the charity to coordinate their involvement during key stages of delivery; this may include our Training and Development team to schedule and deliver workshops, our Digital and Insights team to provide admin or analytical support, or Marketing and Communications colleagues to plan and deliver powerful promotional activities.
- ✓ In support of us generating and cultivating new partnership leads, work with internal Marketing and Communications colleagues to develop highly compelling materials to promote our services to a wide range of prospective audiences; this may include the development of information brochures, slide decks, digital assets and proposal documents.
- ✓ Likewise, coordinate the production of similarly compelling proposals and pitches to aid in the renegotiation and renewal of existing partnership arrangements.

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- ✓ Proactively seek opportunities to represent and promote the charity at external meetings, forums and events, clearly communicating the ways in which prospective partners can work with us and impressing upon them the impact this can have for their staff, customers, partners and communities.
- ✓ Always remain highly approachable, responsive and accommodating in meeting the needs of our partners, arranging regular meetings with them to provide updates on key achievements, challenges, proposed solutions and emerging opportunities.
- ✓ Work with colleagues to develop and embed effective monitoring and evaluation mechanisms to assess the impact of our partnerships across a range of different performance parameters.
- ✓ Support with the preparation of reports to update the charity's Board of Trustees and other key stakeholders on the progress and impact of our partnerships.
- ✓ Maintain impeccable standards of honesty, integrity, understanding and appreciation during every interaction with our partners, as well as a consistent demonstration of our charity values.
- ✓ Maintain the highest standards of administration across all of the partnerships you manage, diligently adhering to internal systems, policies and processes for partnership record-keeping, contract management, data processing and reporting.
- ✓ Support the Director of Business and Operational Development with the activation and management of large-scale strategic partnerships with NHS Trust's, key government departments and other noteworthy clients.
- ✓ For those partners that choose to carry out fundraising activities on behalf of Chasing the Stigma, take a lead role in supporting their efforts at every stage, offering ideas for the types of activities they could undertake, assisting with maximising promotion and donor engagement, and advising on the mechanisms needed to process donations.
- ✓ Likewise, assist the Director of Business and Operational Development in the delivery of other income generation activities when required, such as supporting with the identification and preparation of grant applications, or our pursuit of sponsorship, investment or commissioning opportunities.

Person Specification

- Engaging personality with exceptional communication and interpersonal skills
- Approachable and amiable with a positive outlook in responding to partners' requests
- Tenacious and self-driven with a pro-active approach to identifying and cultivating highly rewarding relationships with both new and existing partners
- High levels of initiative, creativity and intuition when exploring different ways to maximise the impact of our partnerships
- Unwavering commitment to achieving and maintaining the highest standards of quality and excellence in your work and the ability to self-reflect, learn from your experiences and take personal accountability
- Highly organised and self-disciplined in managing a range of competing priorities towards successful outcomes
- Values-driven with a clear passion for Chasing the Stigma's vision and mission and a steadfast commitment to putting the needs of our beneficiaries before your own

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- A team player with a positive 'can do' attitude and a willingness to support colleagues when called upon
- Not afraid to offer your thoughts and ideas in a constructive and respectful manner and keen to play a role in contributing to the overall success of the charity

Knowledge and Experience

- Partner relationship management (or associated/transferable experience)
- Income generation (e.g. through sales, fundraising, bid-writing, sponsorship, etc)
- Knowledge of mental health sector (or related health fields), including key organisations, individuals, policies and agendas
- Understanding of some basic project management principles and tools
- Good computer literacy

If you meet 70% or more of what we're looking for, please still apply. We understand not everyone will meet all the requirements, but you may also have skills we didn't know we needed.

We acknowledge that many social groups and identities are under-represented in our team and we're committed to changing this. We are particularly keen to receive applications from people of colour, people with disabilities, people who identify as being LGBTQIA+, and people from other historically marginalised groups.

If you have a disability and would prefer to apply in a different format or would like us to make reasonable adjustments to enable you to apply or attend an interview, please contact us, and we will talk to you about how we can assist.