

Title: Partnerships Manager

Reports To: Steve Faragher (Director)

Remuneration: £45,000 pro rata + commission **Hours:** 2 days PW flexible

Target revenue yr 1: £50,000

Commission: 5% rising to 15%

OTE: £23,850 (£59,600 pro rata)

About the Social Publishing Project (SPP)

SPP is a pioneering social enterprise in business to help people to escape poverty or financial exclusion. It engages, informs and influences the habits of people on low incomes, listening closely to their concerns. It also engages, informs and influences providers, decision-makers and policy formers, representing the needs of excluded people. It produces *Quids in!* magazine and a range of accessible products, which are largely sold to social housing and public sector bodies. SPP gathers intelligence and shares it with professionals to help them develop fit for purpose services. Its partners are stakeholders in the wellbeing of people in poverty and aims to increase their access to financial products and services.

SPP is a small, friendly social enterprise with solid revenues, great products and serious ambitions for growth.

Main Purpose of the Role

- To maximise revenues through commercial contracts, primarily advertising and sponsorship
- To help build relationships with potential major customers of *Quids in!* magazine
- To maintain relationships with existing advertisers and sponsors
- To lead commercial growth of the Social Publishing Project

Tasks

Lead Generation

- Lead on strategy development for building a list of leads; contacts for prospective partners and customers
- Network at events and online to identify stakeholders in the work of SPP
- Set and achieve lead generation targets

Partnership Building

- With the Directors, approach prospects to introduce SPP and explore ways to work together
- Identify shared interests and develop proposals for joint working
- Where possible, make *Quids in!* magazine integral to partnership proposals to help maximise circulation
- Take an active role in decision-making on communications and marketing decisions at the highest level

Revenue Generation

- Take a leading role in strategy development for growing revenue

- Network at events and online to identify stakeholders in the work of SPP
- Partnerships: Secure resources from partners to deliver joint projects
- Advertising and sponsorship: Maximise revenue for advertising on, and sponsorship for, print and online products and materials and our bi-annual survey
- Implement strategy and deliver targets

Team building and management

- Initially you'll be a team of one, liaising closely with two directors, a marketing and comms person and two sales people dedicated to copy sales of the magazine and related products. As time goes by we would expect you to build and lead a small team, set team targets and provide the leadership to achieve them.

The person we're looking for

You're already established in generating partnerships between third sector, voluntary and commercial enterprises. You're a tough negotiator and a dogged pursuer of leads. You have a clear sense of social justice. You have an entrepreneurial spirit and an ambition to make a difference to your community at large.

You're a great communicator too, and knowledge of social media would be a definite advantage in this role. You're well-connected, well-respected, focussed and ambitious.

Our work is nationwide, so we can be flexible around your location, but some travel will be required to build partnerships around the country

Attributes

Essential: Great contacts book, professional manner, proven track record of sales, good networking skills, organisation, IT and communications skills

Desirable: Social media skills, management experience, comms and marketing experience

If this sounds like you, we'd love to meet you. In the first instance drop an email to steve@socialpublishingproject.com telling us something about you and enclosing your CV, and we'll take it from there. Closing date for applications is **3rd April 2015**