

JOB DESCRIPTION

Job Title	Senior Relationships & Acquisition Manager	Date of JD	November 2020
Department	BD&P		
Reporting to	Head of Account Management	Job family Salary	Manager
Scope and Objectives			
<p>Drinkaware is a leading charity concerned with reducing harm from alcohol, by helping people make better, more informed choices about their drinking. We do this by providing impartial, evidence-based information and advice and practical resources; raising awareness of alcohol harms; and working collaboratively with others to develop and deliver behaviour-change programmes. The Trust is funded primarily through voluntary, unrestricted donations from alcohol producers, wholesalers, and on- and off-trade retailers, but acts entirely independently.</p> <p>The main purpose of this role is to lead key organisational relationships, ensuring funder retention targets and corporate donation budgets are met. The role holder will also proactively scope and successfully deliver new funder/funding projects, helping Drinkaware diversify its financial base.</p> <p>The role holder will have outstanding communication and relationship building skills, able to operate and influence at senior level. The role will effectively champion Drinkaware across a range of diverse stakeholders, ensuring key partners are fully engaged with, and supportive of, Drinkaware's core activities.</p>			
Specific responsibilities			
<ul style="list-style-type: none"> ▪ Develop and own senior relationships with key, strategically important funders/funder segments. Grow Drinkaware's profile within these organisations and ensure engagement takes place at sufficiently senior level. ▪ Develop and maintain expertise in specific funder segments e.g. supermarkets, on-trade. Utilise this insight to understand industry trends, funder perspectives and to ensure Drinkaware activities are successfully tailored, where appropriate. ▪ Work closely with external partners and internal colleagues to ensure Drinkaware's headline campaigns and tools are adopted at scale by industry, meeting challenging amplification KPI's. ▪ Deliver significant new funder acquisition in line with strategic diversification targets. Develop and deploy successful propositions to key segments and individual companies that meet challenging KPIs. ▪ Research and business case opportunities to pursue wider sources of funding outside of the traditional alcohol industry and Funding Model. Liaise closely with the Head of Account Management and Head of Commercial, Marketing and Product Development. ▪ Ensure exemplary day-to-day account management where funder expectations are continuously exceeded. ▪ Make sure funders are fully aware of Drinkaware's activities and understand their value and relevance. Ensure all engagement opportunities are maximised and that funder retention targets are met. ▪ Deputise for the Head of Account Management (HoAM) where required, conveying credibility, expertise and gravitas to internal and external stakeholders alike. ▪ Prepare high quality briefing notes, business papers and reports for the CEO, SLT and HoAM as required. 			

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.

PERSON SPECIFICATION

Education/Training

- Educated to degree level or equivalent, ideally with a relevant professional qualification.
- Track record of successful CPD activity.

Essential Criteria/ Key Skills

- A minimum 3 years' experience of managing key partnerships and stakeholder relationships at a senior level.
- A minimum 3 years' experience of leading new customer acquisition and achieving challenging new business income targets.
- A strategic thinker able to research and develop key projects, summarise insight concisely (verbally or in writing), recommend effective solutions and implement new activities.
- Experience of leading pitches and presentations at senior level
- Proven ability to influence, close deals and deliver a range of challenging outcomes.
- A self-starter, able to operate with minimal supervision, who takes the initiative and drives projects to fruition.
- Possesses excellent relationship building skills with the ability to cultivate and develop key partnerships.
- Able to scope and deliver new customer acquisition/new business projects; evidence of a strong track record of new customer acquisition.
- Able to understand strategic aims, translating these into effective operational plans.
- Works positively within and across teams, displaying a collaborative spirit.
- Able to communicate in written and verbal format in highly effective manner.
- Excellent attention to detail and strong on-time operational delivery.
- Comfortable working in a target driven environment, achieving challenging KPI's and financial objectives
- Flexible and comfortable handling change.
- A personal commitment to reducing the risk of alcohol-related harm.

Desirable Criteria

- Good financial / budget management skills.
- Direct experience of working within key alcohol industry segments or target industries
- Project management experience

Special features of the role

None specified.

The Drinkaware Trust is committed to diversity and inclusion and it is essential that the post holder is committed to make a positive contribution to their promotion and implementation.