

Position Description

Position Description Overview	
Position Title	Corporate Partnerships Manager
Position ID Code	CDO002
Work Area, Division	Events, Community Engagement
Reports To	Events Manager
Direct Reports	Nil
Award	No Award Applicable

Proudly Perkins	
Our Vision	A pioneering Western Australian medical research institute improving health outcomes globally.
Our Purpose	Helping people live healthier, longer lives.
Our Values	
Respect	Respect is at the core of our organisation. We treat everyone in our diverse community with honesty, integrity and respect.
Innovation	We are a talented group of like-minded individuals at the forefront of modern medical research, using our creativity and the latest technology in our relentless quest for medical breakthroughs.
Passion	We bring a passion and commitment to every aspect of our work.
Collaboration	We recognise the power of working closely with each other and our collaborators to achieve the outstanding results for which we strive.

Diversity and Inclusion Statement
At the Perkins, we value, embrace, and celebrate the strength of our diverse experiences, thoughts, and beliefs. We are committed to a safe, equitable and inclusive culture where every person can innovate and thrive. This enables us to deliver pioneering research that improves global health outcomes.

Position Purpose
The Corporate Partnerships Manager acquires, manages, and nurtures relationships with key stakeholders, sponsors, and partners involved in major fundraising events, ensuring the successful development, activation, and growth of these relationships in quality and quantity to consistently raise funds and in-kind support for the Perkins.

Position Outcomes and Key Goals
<ol style="list-style-type: none"> Increase in Fundraising Revenue through Partnerships: Achieve a year-on-year increase in fundraising revenue from corporate partnerships by 10%. This will involve identifying new partnership opportunities, developing tailored sponsorship packages, and enhancing the value provided to partners. Strengthening Sponsorship Retention and Satisfaction: Achieve a sponsorship retention rate of 80% and secure at least two multi-year sponsorship agreements in a 12-month period. This will require the Corporate Partnership Manager to maintain excellent relationships with existing sponsors through regular communication, timely reporting on partnership impacts, and delivering on all partnership commitments.

Position Title	Version	Date Approved	Responsible Manager	Responsible Executive	Approved
Corporate Partnerships Manager	2	24/09/2024	Events Manager	Chief Development Officer	Chief People Officer

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Key Duties/Accountabilities

1. Develop and execute sponsorship strategies that align with event objectives. This includes identifying potential sponsorship markets, designing tailored sponsorship packages, and setting clear goals for these partnerships.
2. Identify and engage potential sponsors through detailed market research and data analytics, understanding industry trends, and targeting companies whose brand objectives align with the events and the Perkins.
3. Initiate contact with and effectively pitch event sponsorship opportunities to prospective sponsors, advocating for and effectively communicating how partnering with the Perkins aligns with the values of the potential sponsors and their corporate social responsibility objectives.
4. Negotiate sponsorship and partnership terms with sponsors, such as financial contributions, sponsorship levels, and benefits, aiming to finalise agreements that are mutually beneficial.
5. Maintain and nurture robust relationships with sponsors. This includes providing regular updates and exceptional service to sponsors before, during, and after events to ensure they receive the agreed benefits of the sponsorship agreement and resolve any issues swiftly.
6. Oversee and manage the practical activation of sponsorships by collaborating with event production teams to ensure sponsorship integration is seamless across all areas, including marketing, logistics, and content to maximize sponsor visibility and engagement at events. This includes the strategic placement of logos, dissemination of marketing materials, and execution of sponsored activities.
7. Accurately evaluate the effectiveness of sponsorships and corporate partnerships for the sponsor and the Perkins. This includes collecting feedback, analysing event performance to determine if sponsorship and Institute goals were met, and preparing detailed reports for sponsors outlining their return on investment.
8. Continually seek new and innovative ways to improve sponsorship offerings and ensure packages remain attractive and relevant by keeping abreast of and incorporating industry trends into sponsorship packages.
9. As the 'face of the Ride', act as the primary correspondent for the event, embodying the ethos and goals of the initiative, ensuring consistent and effective communication with all stakeholders, and manage the growth of corporate and community teams to enhance engagement and participation and ensure funding success.
10. Manage and nurture the Perkins Alliance and its members to ensure its objectives of delivering in-kind support and subsidised services to the Perkins are met, extending its influence and outreach within the community.
11. Manage risks related to areas of responsibility, ensuring effective controls to mitigate risks are successfully implemented, monitored, and evaluated, and promptly escalate matters of concern to the Events Manager.
12. Complete other duties as requested by the Events Manager.

Selection Criteria – Qualifications, Licences, Skills, Knowledge, Experience

1. Significant demonstrated experience in the successful acquisition, management, and retention of corporate sponsors across the sponsorship lifecycle.
2. Previous experience successfully managing high-profile corporate sponsors and stakeholders, ideally within a non-profit or event-focused context.
3. Demonstrated success developing and implementing partnership strategies that align with organisational goals and reflect an appropriate assessment of the environment and industry.
4. Strong interpersonal, influencing, and communication (written and verbal) skills and the ability to utilise these to engage, build, and nurture strong relationships with diverse stakeholders.
5. Ability to act as the key stakeholder contact for a high-profile and high-pressure event.
6. Demonstrated experience successfully managing projects to deadline and budget with the ability to plan, engage stakeholders, organise and prioritise tasks, manage resources efficiently by providing clear direction and clearly, and report on progress and performance.
7. Innovative, creative, dynamic, and results-driven professional who can work collaboratively as part of a broader team as well as autonomously with minimal direction.
8. Commitment to advancing medical research and community wellbeing.
9. Working knowledge of work health and safety legislation.
10. Possess a current Western Australian 'C' Class Driver's Licence.
11. Satisfactory National Police Certificate.

Special Requirements

1. This position will require after-hours work and attendance at events outside of normal business hours.

Key Working Relationships

1. Events Manager and Events team.
2. External stakeholders, including key sponsors and partners of the Ride, corporate and community team captains of the Ride, third party suppliers, Perkins Alliance members, and other corporate partners.
3. Broader Community Engagement team; in particular, Key Relationships.

Work Health and Safety

1. Take reasonable care for the health and safety of self and others. This includes taking appropriate actions to avoid, eliminate or minimise hazards.
2. Act honestly and report all incidents, hazards, and injuries immediately.
3. Comply with any reasonable instruction given, or policy or procedure administered, by the Perkins that supports the Perkins to provide a safe work environment.
4. Use equipment and materials as trained and required, and according to the manufacturer's instructions.
5. Actively promote a positive safety and health culture, demonstrating attention to physical, mental, emotional, cultural and psychological safety.

Professional Development

1. Accept responsibility for updating knowledge and skills related to professional practice.
2. Actively participate in performance feedback, reflecting on own performance and growth opportunities.
3. Contribute to the creation of development and performance goals.