

Head of Partnerships & Engagement

30 hours a week

£35,766.00 - £39,740.00 FTE (£28,999.46 - £32,221.62 Actual)

Permanent

Are you an experienced leader with a passion for building partnerships, driving strategic growth, and delivering impactful campaigns?

We're seeking a dynamic **Head of Partnerships and Engagement** to join our senior leadership team. This exciting role will lead on income generation, business development, stakeholder engagement, and research and campaigns at Citizens Advice South West Surrey (CASWS).

About the Role

As the Head of Partnerships and Engagement, you will play a crucial role in shaping and delivering our business strategy. This includes identifying and securing new funding opportunities, building meaningful relationships with funders and partners, and leading our research and campaign efforts to influence policy and practice.

You'll lead a newly formed small but dedicated team of staff and volunteers, and work collaboratively across the organisation to ensure our external communications, fundraising, and campaigns are aligned with CASWS's values and priorities.

Key Responsibilities

- Provide strategic leadership as part of the Senior Leadership Team.
- Lead on income generation through public sector, corporate, and grant funding.
- Manage key relationships with funders, stakeholders, and partners.
- Oversee research and develop impactful campaigns to support advocacy work.

- Coordinate the production of communications and fundraising materials.
- Lead, support, and develop a team of staff and volunteers within the Partnerships function.

Deadline for this role is 9am Monday 28 April 2025

The Citizens Advice service values diversity, promotes equality and challenges discrimination. We encourage and welcome applications from people of all backgrounds. We particularly welcome applications from disabled and Black, Asian and Minority Ethnic people, as they are currently underrepresented in our workforce.

To take up this post you must have the right to work in the UK. Please note that Citizens Advice South West Surrey does not hold a sponsor licence and, therefore, cannot issue certificates of sponsorship under the points-based system.

Role Profile

Role	Head of Partnerships and Engagement	
Job family	Support Services	
Reporting to	Chief Officer	
Salary / Grade	£35,766.00 - £39,740.00 FTE (£28,999.45 - £32,221.62 Actual)	
Hours	30 hours per week	
Location	Godalming, Guildford and Farnham with travel to other CASWS locations as required. Flexibility for some remote working dependent on service need as agreed between teams	Level of travel: Medium
Team overview	The CASWS support services team is made up of all the support functions required for the successful delivery of our services. Those functions range from HR and Finance, through to IT support, Health and Safety and Business Development.	
Role purpose	<ul style="list-style-type: none"> To shape, drive forward and implement the organisation's business plan, as part of the senior leadership team. To lead our business development and income generation To lead and be accountable for our Research and Campaigns work, including external communication 	
	Key elements/Tasks	% of Time
Strategic Leadership & Management	<ul style="list-style-type: none"> Contribute to the Senior Leadership Team (SLT) to drive the organisation's vision and goals, including change management and new initiatives. Develop, implement, and monitor funding, research & campaigns, partnership and market strategies, and annual external communications plan. Manage Partnership function, including budgeting, KPI reporting, and resource planning. Ensure effective delegation and optimal use of systems. Provide regular updates to senior leadership and trustees. 	20%

Business Development & Income Generation	<ul style="list-style-type: none"> • Identify and secure new funding opportunities (public sector, corporate partnerships, grants, trusts, major donors). • Negotiate and manage funding agreements, ensuring long-term sustainability. • Track and report on partnership performance, funding impact, and income streams. • Ensure compliance with funding agreements and regulatory requirements. • Monitor and evaluate the performance of fundraising activities, producing reports and insights to inform future efforts. • Manage and optimise the charity's online fundraising platform and coordinate associated social media activities to boost visibility and engagement. 	30%
Stakeholder Engagement & Relationship Management	<ul style="list-style-type: none"> • Build and maintain strong relationships with corporate partners, funders, policymakers, and other key stakeholders. • Represent the charity at external meetings, networking events, and industry forums. • Develop engagement plans to enhance collaboration with key supporters and influencers. • Develop and maintain communication materials that support the charity's funding and fundraising efforts, such as case studies, impact reports, and promotional materials. • Communicate with staff and volunteers about fundraising activities, develop positive relationships, and gather local insights to identify and pursue funding opportunities. 	15%
Leading Research & Campaigns	<ul style="list-style-type: none"> • Oversee the research function, ensuring the development of evidence-based reports to support advocacy and fundraising efforts. • Lead the creation and execution of impactful campaigns to drive awareness and influence policy. • Work closely with internal teams to align research with strategic priorities. 	20%

People & Team Management	<ul style="list-style-type: none"> Recruit, manage, and support the Partnerships team (currently 3 staff and 7 volunteers). Promote staff and volunteer wellbeing, performance, and resource access. Lead team meetings, manage records, and ensure effective internal communication. 	10%
Additional Responsibilities	<ul style="list-style-type: none"> Act as Information Asset Owner and budget holder Represent the organisation externally and deputise for the Chief Officer when needed. Stay updated on policies, undertake training, and perform other duties as required. Any other relevant duties required to ensure the smooth running of the organisation 	5%



Person Specification

Essential criteria

1. **Proven experience in business development, income generation, or fundraising within the charity or non-profit sector.**
2. **Strong research and analytical skills, with the ability to oversee evidence-based reports and lead advocacy campaigns.**
3. **Excellent relationship management skills, with the ability to engage and influence funders, corporate partners, policymakers, and stakeholders.**
4. Strong leadership and strategic management experience, including contributing to senior leadership decision-making.
5. Experience in leading and managing teams, including staff and volunteers, to achieve organisational objectives.
6. High-level communication skills, both written and verbal, including writing funding proposals, impact reports, and marketing materials.
7. Strong project management skills, with the ability to manage multiple priorities, meet deadlines, and oversee budgets effectively.
8. Knowledge of compliance and regulatory requirements related to fundraising, funding agreements, and data protection.
9. A proactive, results-driven mindset, with a passion for the charity sector and commitment to the organisation's mission and values.

Items in **bold** will be given higher priority in recruitment process

Desirable criteria

- Experience in digital fundraising, including optimising online fundraising platforms and using social media for donor engagement.
- Experience within the charity or non-profit sector.
- Experience in managing organisational change and implementing new initiatives.

Requirements for role

1. Work within our organisational key principles - *you are able to work within our key principles to deliver a service that is Confidential, Free, Impartial and Independent*

2. Embed Equity, Diversity and Inclusion (EDI) in day to day work- *You understand the policies and approach to Equity, Diversity and Inclusion, and are able to use this knowledge to create and support an equitable, diverse and inclusive service and office*
3. Provide a service that meets legal and regulatory requirements and understand the purpose of quality assurance systems - *You understand the legal and regulatory requirements that apply to your role and know what to do to ensure they're met*
4. Use systems relevant to the role - *You have the digital skills needed to use the tools, software and platforms relevant to your role.*
5. Describe the range of services provided across the organisation - *You understand that Citizens Advice services are national and local, across England and Wales, and know what the different parts of the service do, both in your office and wider organisation.*
6. Be collaborative, supportive, inclusive and have integrity - *You contribute towards a safe, positive and inclusive working environment where everyone can be themselves*
7. Work constructively with others, individual and as teams - *You are able to work by yourself, with others and in teams, effectively, productively and constructively*
8. Personal Development - *You contribute proactively to the assessment of your role and team and work to continually improve*