



Job Description

Post: Corporate Development Manager

Grade: 9

Directorate: Fundraising, Marketing & Communications

Location: Flexible (regular attendance at WWT Slimbridge Wetlands Centre (HQ) required)

Reporting to: Senior Corporate Partnerships Manager

Main function of post: Our Corporate Development Manager is an essential member of our Corporate Partnerships team, responsible for identifying and securing new corporate partnerships as part of the charity's wider fundraising strategy. Working closely with the corporate and prospect research teams, this role will identify potential partners, network and represent the organisation, and develop high quality proposals and presentations. We are looking for a proactive, creative and driven relationship fundraiser.

Supervisory responsibilities: None

Main duties of the post

1. Work with the Senior Corporate Partnerships Manager and wider corporate partnerships team to deliver our New Business Strategy, as part of the wider fundraising strategy, and deliver agreed income and other targets.
2. Work closely with the prospect research team to develop and maintain a prospect pipeline, delivering a regular flow of new corporate partnerships that generates in the region of £300k of new income per year.
3. Work closely with project teams across WWT to produce bespoke, high quality proposals, presentations and pitches for potential partners.
4. Research and identify prospects for specific projects and sponsorship opportunities both through new and organic growth.
5. Develop and maintain robust cultivation plans for key prospects and sectors, working with colleagues across the organisation to progress opportunities.

6. Review existing unrestricted products, and support the development of new unrestricted corporate partnership products to take to the market.
7. Provide regular updates on progress against agreed metrics and contribute to wider departmental fundraising reports as required.
8. Keep abreast of trends and developments in corporate fundraising and the wider corporate sector in order to inform and refine the strategy and identify new opportunities.
9. Attend WWT and other events in order to establish new contacts, develop existing relationships, and raise WWT's profile and credibility with potential partners.
10. Work collaboratively with our legal and finance teams to ensure appropriate contractual agreements and financial processes are in place, and facilitate an effective handover to the Corporate Partnerships Manager.
11. Ensure prospect records are kept up to date on Charity CRM, our CRM database, to ensure accurate and detailed record keeping, and support the departments prospecting and account handover needs.
12. Comply with data protection, fundraising and other charity law and best practice guidance as appropriate.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: June 2025

Person Specification

1. Qualifications

Essential:

- Educated to degree level or equivalent

2. Experience

Essential:

- Significant experience of account management either within the charity or private sector
- Experience of corporate relations or sales and marketing in a target-driven organisation
- Experience of developing compelling proposals for the corporate sector, with an understanding of how to position projects attractively for the market
- Track record of consistently achieving ambitious income targets
- Experience of using cultivation plans and CRM databases
- Experience of maximising opportunities through the deployment of strong commercial acumen

Desirable:

- Experience of developing prospect pipelines in the charity or private sector
- Track record of securing partnerships or generating new business with corporate organisations within the charity or private sector
- Experience of negotiating and completing contractual agreements
- An understanding of trends and developments in corporate sector commitment to ESG, CSR and Sustainability

3. Managerial & Supervisory

Essential:

- No direct line management is required in this role

4. Responsibility

Essential:

- Responsible for achieving income targets of c.£300k
- Able to operate with a high degree of independence and also as part of a team
- Responsible for maintaining accurate information in the CRM database

- Able to adopt a flexible approach to managing a wide and varied workload, prioritising accordingly, and ensuring all income targets and KPIs are achieved

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£0
Cash Handling	£500,000 (income target)
Assets (required for job, exc. buildings)	£1,000
Visitors (per annum)	N/A

5. Creative Ability

Essential:

- An ability to construct high quality proposals that will meet the criteria of the prospect, stand out from the competition, and communicate complex issues clearly
- An entrepreneurial and creative approach to supporting the mission and ambitions of WWT and how corporate partners can help us to achieve them

6. Contact

Essential:

- Excellent communication skills, both written and verbal, including confident and capable presentation skills
- A flexible, diplomatic and assertive approach, with outstanding negotiating skills
- The ability to build effective working relationships across multi-disciplinary teams in a complex organisation
- The ability to network effectively and represent WWT at the highest level
- Ability to be passionate and inspiring when communicating about WWT's work

General Notes

This position will require occasional evening and weekend work to meet the needs of the post. A current driving licence and an ability to travel within the UK are essential.