



### POSITION DESCRIPTION

<b>Job Title</b>	Partnerships Specialist
<b>Group</b>	Fundraising and Partnerships
<b>Job reports to</b>	Philanthropy and Partnerships Manager
<b>Location</b>	Te Whare Manawanui office, Ellerslie
<b>Group objective</b>	To deliver sustainable net voluntary income by engaging the New Zealand public in fundraising for the Heart Foundation through direct and relation-based programmes. Additionally, a key focus is to maximise the contribution from key partners to the Heart Foundation's strategic goals and engagement deliverables.
<b>Job Purpose</b>	This role is responsible for creating the Heart Foundation's fundraising partnership vision and Value Proposition, acquiring new partners, stewarding and retaining existing partners, in addition acts as a catalyst to qualify and promote partnerships across the wider organisation that are beneficial to the Heart Foundation.
<b>Direct Reports</b>	None
<b>Key Responsibilities</b>	<p>Work with the Philanthropy and Partnerships Manager to:</p> <p><b>Fundraising Partnership Vision</b></p> <ul style="list-style-type: none"> <li>Review the portfolio, identify opportunities across the organisation and help set the long term vision for the partnership portfolio.</li> </ul> <p><b>Partner Value Proposition framework</b></p> <ul style="list-style-type: none"> <li>Identify what strong Value Proposition looks like for the partnership portfolio and assist with the creation of a framework</li> <li>Work across the organisation to identify opportunities to add value for service delivery and fundraising.</li> </ul> <p><b>Create New Business Development processes and pipelines</b></p> <ul style="list-style-type: none"> <li>Document successful processes, and communications that would enable successful partner acquisition.</li> </ul> <p><b>Acquire new partnerships</b></p> <ul style="list-style-type: none"> <li>Maximise all opportunities to secure new partnerships with corporate / non-corporate and fiscal / non-fiscal partners including untied funding, corporate social responsibility outcomes, volunteering, charity expertise and other opportunities to build the organisation's income and engagement deliverables</li> <li>Successful partnerships to be governed by alignment with Heart Foundation's strategy, values and goals. At the same time set up for</li> </ul>



## POSITION DESCRIPTION

	<p>delivering on growing return on investment (ROI) and return on effort (ROE) metrics.</p> <p><b>Existing key partnerships</b></p> <ul style="list-style-type: none"> <li>• Review current partnerships and identify growth opportunities for both the partners and the Heart Foundation, from Value Proposition Framework</li> <li>• Exceptional stewarding and retention of existing partnerships with corporate / non-corporate and fiscal / non-fiscal partners</li> <li>• Delivery of continued and growing ROI and ROE metrics plus ensuring ongoing alignment with the organisation's strategy, values and goals are future fit for both parties.</li> </ul> <p><b>Income generation</b></p> <ul style="list-style-type: none"> <li>• Manage, forecast and achieve budgeted net income for all fiscal partners</li> <li>• Maximise contracted outcomes through strong negotiation skills and contract excellence</li> <li>• Put in place clear and actionable memorandum of understandings and / or contracts with a focus on multi-year funding and valuing and securing outcomes from any additional assets provided for all key partners</li> <li>• Work across the organisation to maximise sponsorship and other partnering opportunities for new initiatives</li> <li>• Review partners on an ongoing basis and measure value, outputs and soft credit performance.</li> </ul> <p><b>Stakeholder and relationship management</b></p> <ul style="list-style-type: none"> <li>• Work closely with the senior management team to maximise new opportunities, both financial and non-financial, across the organisation</li> <li>• Liaise with key Heart Foundation staff across the organisation to promote cross-functional team collaboration and foster a centre of excellence approach for partnerships.</li> </ul> <p><b>Research and planning</b></p> <ul style="list-style-type: none"> <li>• Keep current with the New Zealand business environment to look for new opportunities with partnerships and sponsorships that align well with the Heart Foundation</li> <li>• Build extensive profiles on all potential partners to maximise alignment with the partner and reduce organisational risk</li> <li>• Undertake regular competitor analysis locally and internationally, with an emphasis on emerging trends and new opportunities</li> </ul> <p><b>Other duties</b></p> <ul style="list-style-type: none"> <li>• Achieve Key Performance Indicators (KPIs) for recruitment, retention and development of all partnerships, sponsorships, cause related marketing,</li> </ul>
--	--



**POSITION DESCRIPTION**

	<p>corporate social responsibility (CSR) opportunities, as well as other initiatives</p> <ul style="list-style-type: none"> <li>• Commitment to best practise post analysis at the conclusion of partnerships, with actionable go forward recommendations and continuous improvement</li> <li>• Maintain professional and technical knowledge by attending educational workshops, reviewing publications, participating in relevant networks (especially medical, health and education), participating in professional groups as required</li> <li>• Contribute to a strong culture of innovation and continuous improvement within the Fundraising and Partnerships team</li> <li>• Participate in broader organisational initiatives e.g. provide input to organisation wide planning, surveys and other activity as well as supporting Fundraising and Partnerships team events where possible</li> <li>• This role is self-administering and will be expected to carry out any other tasks appropriate to the needs of the Philanthropy and Partnerships team, as required by the Philanthropy and Partnerships Manager</li> <li>• Maintain current CPR practicing status in accordance with the Heart Foundation’s policy.</li> </ul>
<p><b>Key relationships internal/external</b></p>	<p><b>Internal</b> The nature of this role will require a close working relationship with Heart Foundation staff at all levels throughout the organisation including:</p> <ul style="list-style-type: none"> <li>• Fundraising and Partnerships teams</li> <li>• Medical Director</li> <li>• Chief Executive</li> <li>• Senior Management Team members</li> <li>• Marketing and Communications team</li> <li>• Care and Support team</li> <li>• Prevention team</li> <li>• Data Services</li> <li>• Finance</li> </ul> <p><b>External</b> Key relationships must be maintained with appropriate individuals and organisations outside the Heart Foundation, including:</p> <ul style="list-style-type: none"> <li>• Key partners – businesses and organisations</li> <li>• Key Partnerships agencies and consultants</li> <li>• Heart Foundation spokespeople and ambassadors</li> </ul>



**POSITION DESCRIPTION**

<p><b>Key capabilities needed to succeed</b> Including qualifications, experience, and skills</p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Minimum 5 years working in a partnership or sponsorship role, with a high level of relationship management experience in large or medium-sized organisations. For Purpose organisational experience preferential, but not essential. Demonstrated experience and evidence of success of handling large complex corporate partnerships</li> <li>• Growth mindset with ability to create opportunities for building the Heart Foundation's profile, brand and income</li> <li>• Excellent interpersonal skills with the ability to relate to people at all levels internally and externally</li> <li>• Strong financial planning skills including budgeting and forecasting</li> <li>• Compelling evidence of developed strategic planning skills</li> <li>• Excellent communication skills (listening, verbal and written)</li> <li>• Proven research and prospecting skills with an ability to build profiles for potential partners, showing strong attention to detail</li> <li>• Ability to provide expertise to other teams to maximise the value and sustainability of the partnership</li> <li>• Exceptional presentation skills including very honed negotiation skills and the astute ability to make an ask</li> <li>• Capable leadership qualities, working in conjunction with the Senior Management team to maximise opportunities</li> <li>• Established collaboration and networking skills</li> <li>• Proven time management and organisation skills</li> <li>• A multitasker - able to prioritise competing tasks without dropping the ball combined with savvy project management capabilities</li> </ul>
---	---

*The job description above gives a general overview of the role and level of work to be performed by the incumbent. It is not a prescriptive list of all responsibilities and skills required. Reasonable changes to the role may be made if appropriate.*