

# Corporate Engagement Manager

# Job Description

## Join us at Thomas Pocklington Trust

Thomas Pocklington Trust is a national charity dedicated to supporting blind and partially sighted people to live the life they want to lead.

#### Our values

* Making a difference: The lives of people with visual impairments are better because of what we do.
* Working in partnership: We work collaboratively together and with all our partners and stakeholders.
* Respect: We treat people the way we would like to be treated.
* Quality: We set clear goals and high standards and work efficiently and effectively to achieve them.
* Participation: We place the participation of blind and partially sighted people at the heart of everything we do.

Thomas Pocklington Trust aims to be a fulfilling and enjoyable place to work; we know this enthusiasm plays a key role in delivering high quality services to our service users, we also recognise the crucial role each and every one of us plays in helping to achieve our goals.

Role: Corporate Engagement Manager

Department: Engagement

Reporting to: Head of Engagement

Location: Flexible/Home Based

Salary: £34,500 – £44,500 pa

Contract type: Permanent

Job overview: To support the development and delivery of our Corporate Engagement strategy.

To work with other departments and teams to develop our offer to corporates, as well as manage our relationships with corporates.

To develop our corporate partner customer journey, in order to maximise on the outputs and outcomes of each corporate partner relationship.

### Key areas of responsibility:

1. Work with the Head of Engagement to plan, develop and lead the implementation of a new corporate engagement strategy.
2. To develop our corporate engagement offer, working with other teams and departments to ensure a varied and exciting offer.
3. To develop a customer journey for all corporate partners, working with colleagues to ensure this meets both the needs of external partners and internal departments.
4. To lead and support colleagues to manage relationships with new and existing corporate partners, maximising positive outcomes for both parties.
5. To work closely with colleagues within Pocklington particularly the Engagement, Public Affairs and Campaigns, Volunteering and Employment Teams.
6. To ensure that project plans are identified, developed, and approved for all new corporate engagement projects.
7. To work with the Head of Engagement to develop appropriate monitoring systems via Salesforce to ensure that all activities operate in line with the agreed project plans and budgets.
8. To provide regular reports on progress and activity for the Head of Engagement, the Director of Services and the Executive Leadership Team as required.
9. To oversee the monitoring and evaluation of the key messages established around the corporate engagement work. To ensure that the impact and outcomes of our work are measured and demonstrated appropriately.
10. To be responsible for the day-to-day management of the corporate engagement budget, ensuring that all expenditure is appropriately monitored and in line with the agreed budget.
11. To work closely with the Head of Communications and the Communications team to ensure we maintain a consistent and proactive approach to the promotion of our corporate engagement work, maximising opportunities for positive coverage.
12. To plan and deliver events aimed at attracting new corporate partners as well as recognising the contributions of our existing partners.
13. To promote the work of the Engagement team, the Services directorate, and the wider Charity to corporate partners.
14. To represent the Charity effectively externally and to participate as required in national and local forums in line with the organisation’s key themes.
15. To complete other reasonable related tasks requested by the Head of Engagement that are commensurate with the post.

**Special Requirements**

* The post will involve lone working and some working out of normal office hours.
* A willingness to work in an environment with guide dogs is essential.
* The post will also involve extensive local, and some national travel.

**General**

It is a requirement of all staff that they:

* Work in support of the values of Pocklington. These promote respect of service users, recognising their skills and entitlement to choice, dignity and independence.
* Positively work in support of the principles outlined in the Equality & Diversity Policy.
* Assist in maintaining a safe working environment by attending training in basic and specialist health and safety requirements as necessary, both on appointment and as changes in duties and techniques demand and to follow the requirements of the Health and Safety at Work Policy and any local codes of safe working practices.
* Comply with the requirements of the Charity’s HR policies and procedures.

### Thomas Pocklington Trust (TPT) is a charity established to provide services for visually impaired people: our mission is to improve the lives of people living with sight loss.

TPT is registered with the Disability Confident Scheme as a Disability Confident Committed employer. Therefore, we believe in treating all employees fairly and we are committed to recruiting equally. TPT’s charitable objective and aim is to support visually impaired individuals back into work. For this reason we are actively seeking applications from all backgrounds including disabled, visually impaired individuals and people who have lived experience of sight loss.  We also guarantee all disabled applicants that reach the minimum appointment criteria an interview. We are happy to accept applications from all suitably qualified persons who have the appropriate skills and talent regardless of their age, gender, race, religion, disability, sexual orientation or marital status.

## **Person specification**

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| **Criteria** | **Standard** | **Essential / Desirable** |
| **Work Experience** | Experience of developing and implementing a corporate engagement strategy | Essential |
|  | Experience of developing relationships with corporate partners for maximum benefit on both sides | Essential |
|  | Experience of working as a member of a management team  | Essential |
|  | Experience of monitoring and reporting  | Essential |
|  | Experience of managing a budget | Essential |
|  | Experience of working in partnership with other organisations | Essential  |
|  | Experience of recording and managing data via a system such as Salesforce. | Desirable |
| **Knowledge & Qualifications** | Possess an understanding of the needs of blind and partially sighted people | Essential |
|  | A good understanding of the needs and motivations of corporate partners | Essential |
| **Skills** | Excellent people skills  | Essential |
|  | Excellent oral and written communication skills | Essential  |
|  | An ability to adapt communication style to specific audiences | Essential |
|  | An ability to deliver effective presentations | Essential |
|  | Excellent organisational skills with the ability to manage own workload, work independently and achieve results without close supervision | Essential |
|  | An ability to inspire and influence | Essential  |
|  | An ability to develop effective relationships with a wide range of partners | Essential |
| **Attributes** | Must be able to develop and sustain effective professional relationships with internal and external contacts | Essential |
|  | A commitment to work in accordance with the principles of equality and diversity | Essential |
|  | A flexible approach and willingness to learn and develop | Essential |
| **Other** | Lived experience of sight loss | Desirable |