

Develop a corporate partner stewardship and communications plan that outlines how TLMA will maximise relationships with the corporate sector, in terms of the duration and value of relationships, through a variety of engagement opportunities and communications activities.

Contribute to the ongoing review and development of TLMA strategy

Support the development of the Appeal Case for Support, fundraising streams and propositions as necessary.

Fundraising

- Achieve annual corporate partner income targets, through a combination of new business and corporate partner renewal and upgrades
- Manage all aspects of new business development, including research and qualification, cultivation, approaches, contracting and onboarding
- Develop corporate partner cultivation activities, with support from Appeal colleagues
- Ensure the pipeline of prospective corporate partners is actively managed, with new prospects added on a regular basis
- Identify and secure opportunities for pro bono support and Gift in Kind.
- Develop, monitor and accurately forecast the corporate partner income and expenditure budgets

Key relationships

- Work closely with TLMA CEO, Trustees, Fundraising Board and TLMA Advisory Board, and the Lord Mayor to grow the portfolio of corporate partners
- Outstanding relationship management of the portfolio of corporate partnerships, delivering first class stewardship to increase engagement, value and longevity of support.
- Provide briefs for our key stakeholders for key meetings with prospects and partners
- Steward relationships with key decision-makers within corporate partners and prospects, liaising with Directors, CSR Managers and executives.
- Devise and implement stewardship plans, which ensure powerful and long-term relationships with corporate funders.
- Plan, co-ordinate and secure attendees for promotional engagement events
- Build positive and productive relationships with TLMA team and charity partners
- Work with the wider LMA team especially linking corporate partners with the LMA through leadership programmes including This is Me in the City, Power of Diversity & City Giving Day
- To identify and secure potential sponsorship opportunities for the Appeal Events portfolio and the Appeal in general.
- Oversee volunteers, interns and or interim staff to support the programme.

3. Communications

- Produce excellent presentations, proposals and reports as required for internal and external stakeholders.
- Develop the annual impact report, to ensure continued support by partner organisations and encourage other to join
- Develop the corporate partnerships communications plan, in collaboration with to maximize awareness, recruitment and impact
- Develop all comms to support and drive the Corporate Partners Programme initiative including newsletters, breakfast events, letters from the Lord Mayor, and website.
- Ability to engage and win people over, conveying complex ideas succinctly and persuasively.