

## POSITION DESCRIPTION

<b>Position Title:</b>	<b>Corporate Partnership Manager (redesigned position)</b>
<b>Location:</b>	Sydney Interstate travel is anticipated in this role
<b>Employment Status:</b>	Full time
<b>Reporting Relationships:</b>	General Manager Development

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## PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the work which is encompassed within this role. The key areas of responsibility and performance indicators are tied to the performance review and career development conversations. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

## SECTION 1

### MISSION

Lung Foundation Australia's vision is to ensure '**better lung health and reduced impact of lung disease for all in Australia**' by:

- Promoting lung health
- Promoting timely diagnosis of lung disease
- Supporting those with lung disease and their carers
- Promoting equitable access to evidence-based care
- Driving quality research and raising funds for medical and scientific research;
- Influencing public policy, through advocacy across all levels of government.

### VALUES

The Lung Foundation operates under the principles and respect for the law and system of government, respect for people, integrity, diligence and efficiency.

### ENVIRONMENT

The Lung Foundation's National Office includes approximately 28 professional staff, supported by a team of dedicated volunteers.

### ATTRIBUTES



- Managing relationships
- Communication
- Integrity
- Adaptability
- Quality conscious

## **SECTION 2**

### **POSITION SUMMARY**

#### **The Purpose of the Position:**

The Corporate Partnerships Manager is a talented and highly motivated professional, responsible for driving revenue and creating sustainable growth in corporate partnerships.

Following the recent appointment of a new CEO Lung Foundation has embarked on an organisation wide focus to diversity of revenue to create sustainability into the future. This is a national role based in a newly established Sydney office and builds on five years of development.

This role works closely with the General Manager Development to build new income streams across the corporate community and attract investment for Lung Foundation Australia's program, research and lung health awareness priorities.

Very successful corporate sponsorship and partnerships with pharmaceutical companies and sector more broadly has long been a primary source of revenue and your role is to seek and activate new commercial partnerships outside of the pharmaceutical sector, as part of the Lung Foundation's new development strategy.

The Corporate Partnerships Manager will lead the fundraising team to continue to develop our showcase event, the Lung Foundation Gala Research Dinner, which now in its seventh year (the event alternates between Melbourne and Sydney) continues to grow in size, prominence and return on investment.

The position will also be required to represent Lung Foundation at various events and meetings, with the understanding that some of these will occur outside normal work hours.

In the LFA's 2017-2020 Strategic Plan (attached), we aim to grow our support for research awards and other research initiatives from a current \$2.5Million to \$5Million per annum. The Manager will partner with Executives to help drive this growth.

#### **Skills, Qualifications and Attributes required (Key Selection Criteria)**

- Proven experience in account | relationship management, ensuring high levels of retention and increased levels of engagement

- Tertiary qualifications in fundraising, business, marketing, communications or related field is highly regarded
- Experience in successful business development and or corporate social responsibility strategies within the profit for purpose sector experience is highly regarded
- Achievement of annual income expectations and ability to manage and track financial targets
- Charity sector partnership management within either the profit for purpose or corporate sector
- Pipeline and budget management with proven results in meeting and exceeding revenue targets
- Superior writing, editing and proofreading skills for proposals and stewardship reports
- Demonstrated success working with a diverse range of internal and external stakeholders
- Demonstrated ability to manage multiple projects with shifting and short deadlines
- Intermediate user of Microsoft Office (Word, Excel, PowerPoint)
- Excellent verbal and written communication and presentation skills
- Ability to work autonomously
- A commitment and personal alignment with Lung Foundation Australia Vision, Purpose and Values
- A current driver's license
- A current National Police Criminal History Check and
- A current Working with Children Check

### Key Responsibilities

Role Area	Responsibilities/behaviours	Performance Outcomes Sought
<b>Revenue generation to achieve annual sponsorship income targets</b>	<ul style="list-style-type: none"> <li>• Achieve annual income and expenditure targets</li> <li>• Work with General Manager Development and the fundraising and communications team to develop and implement plans to significantly grow and build Lung Foundation's corporate partnerships</li> <li>• Cultivate new corporate partnerships, developing proposals, delivering pitches and overseeing partnership agreements</li> <li>• Develop mutually beneficially strategies to engage our existing and new partners in Lung Foundation team events.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual budget is achieved.</li> <li>• Growth in revenue from corporate partners in particular non pharmaceutical companies.</li> <li>• Corporate engagement by partners staff increases in Lung Foundation fundraising activities and events</li> <li>• Sustainable multi-year relationships are developed and maintained with positive feedback from partners.</li> <li>• Maintain and increase the Gala Dinner ROI and increased non pharma corporate engagement over time.</li> </ul>

Role Area	Responsibilities/behaviours	Performance Outcomes Sought
	<ul style="list-style-type: none"> <li>• Manage the Lung Foundation's signature event, the LFA Gala Research Ball, including securing corporate partners and table sales</li> <li>• Ensure all sponsorship and relationship are ethical and operations comply with the law, government agencies, industry standards</li> </ul>	
<b>Account Management</b>	<ul style="list-style-type: none"> <li>• Manage, sustain and nurture existing partnerships through exceptional customer service and building mutually beneficial engagement plans that inspire ongoing support and ensure our partnerships continue to grow.</li> <li>• Prepare regular stewardship reports for partners.</li> <li>• Foster positive relationships with stakeholders, agencies and organisations.</li> <li>• Represent Lung Foundation at various events and activities as a Lung Foundation speaker and brand ambassador as required, on occasion out of hours or on the weekend.</li> <li>• Database management related to partnership records</li> </ul>	<ul style="list-style-type: none"> <li>• The mix and type of corporate partners by category with year on year growth demonstrated.</li> <li>• Refunding of projects and continuing relationships with funding bodies is optimised.</li> </ul>
<b>Workplace Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>• Ensure compliance with legislative and Lung Foundation Australia WHS policy.</li> <li>• Staff are aware of, and adhere to WHS, Child Protection and Privacy.</li> </ul>	<ul style="list-style-type: none"> <li>• All Workplace health and safety programs are followed to ensure a safe working environment for self and others.</li> </ul>

Role Area	Responsibilities/behaviours	Performance Outcomes Sought
	<ul style="list-style-type: none"> <li>• Ensure a safe working environment for self and others.</li> </ul>	
<p><b>Planning, Reporting and Administration</b></p>	<ul style="list-style-type: none"> <li>• Work in consultation with the General Manager Development and key senior staff in order to achieve organisational goals.</li> <li>• Provide input into annual strategic planning, budget process and related activities.</li> <li>• Provide regular reports to Management on progress and results of corporate partnerships.</li> <li>• Provide mentoring and coaching in sponsorship related activities for staff, and identify development opportunities as required.</li> <li>• Work collaboratively to provide support to communication campaigns to engage and recognise corporate support</li> <li>• Consistent with Lung Foundation's business intelligence strategy undertake all training required to understand and accurately use Lung Foundation's CRM database, Salesforce.</li> <li>• Undertake other administration and reporting duties as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Activity work plans developed and delivered annually.</li> <li>• Budgets planned, monitored and achieved.</li> <li>• Synergy with the team to achieve performance excellence.</li> <li>• Team goals and targets are met or exceeded</li> <li>• Successful recruitment and probationary, performance review processes.</li> </ul>

**SECTION 3**

**REPORTING RELATIONSHIPS**

Reports to General Manager Development

**KEY RELATIONSHIPS**

Chief Executive Officer  
 General Manager Consumer Health Programs and Partnerships  
 General Manager Clinical Programs, Research and Innovation  
 General Manager Corporate Services  
 General Manager Development  
 Lung Foundation Australia Board  
 Community Fundraising Manager  
 Grants Manager

**SECTION 4**

**PERFORMANCE APPRAISALS**

Performance review and career development discussions will take place quarterly with the General Manger Development

**SECTION 5**

**ACCEPTANCE OF POSITION DESCRIPTION**

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

\_\_\_\_\_  
 (Employee name)

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 (Manager)

\_\_\_\_\_  
 Date

**Version control**

Approved by CEO  
 Approved by Board  
 Review date

November 2018  
 December 2018 – pending  
 November 2020

