

Strategic Partnerships Manager

Reports to Director of Income Generation & Communications
Responsible for Corporate Partnerships Lead

circa £40K FTE

37.5 hrs

Northampton Office

About Cynthia Spencer

Cynthia Spencer Hospice provides specialist palliative and end-of-life care for people living with life-limiting illnesses across West Northamptonshire, as well as vital support for their families. Cynthia Spencer Hospice Charity works alongside the Hospice to raise the additional funds needed to help sustain and develop these essential services. We are on an ambitious journey to grow our income, strengthen our relationships across the community and ensure specialist end-of-life care is available for everyone who needs it, now and in the future.

About the role

We have an exciting opportunity for an experienced and ambitious Strategic Partnerships Manager to join our growing Income Generation and Communications team and help develop sustainable income to support specialist end-of-life care across West Northamptonshire.

Reporting to the Director of Income Generation & Communications, you will provide strategic leadership for our corporate fundraising programme, developing a strong pipeline of new opportunities and securing high-value, long-term partnerships with businesses across Northamptonshire and beyond.

You will manage and support our Strategic Partnerships Lead, oversee the stewardship and growth of existing partners and personally lead on larger and more strategically important opportunities. This is a key role for someone who can combine strong commercial awareness with excellent relationship-building skills and a genuine commitment to the work of Cynthia Spencer Hospice.

Duties and Key responsibilities

- Develop and deliver the Charity's strategic partnerships strategy and annual action plan.
- Take responsibility for achieving agreed income targets and supporting sustainable year-on-year growth.
- Identify, research and cultivate prospective strategic partners, creating a strong and well-qualified new-business pipeline.
- Personally lead on high-value, multi-year and strategically partnership opportunities.
- Develop tailored proposals, pitches and presentations that meet the needs of both prospective partners and the Charity.
- Build strong relationships with business owners, chief executives, senior decision-makers and professional networks.
- Secure support through strategic partnerships, sponsorship, Charity of the Year relationships, corporate donations, employee fundraising, volunteering, gifts in kind and pro-bono expertise.
- Oversee the stewardship, retention, renewal and growth of existing corporate partners.
- Line-manage, coach and support the Corporate Partnerships Lead, setting clear objectives and agreeing ownership of prospects and relationships.
- Hold regular one-to-one meetings, pipeline reviews and development conversations.
- Lead regular pipeline reviews and ensure accurate income forecasting, reporting and performance monitoring.
- Maintain accurate and up-to-date records on Donorflex, including contacts, opportunities, communications, income and agreed next actions.
- Work closely with Marketing colleagues to ensure corporate partners receive appropriate recognition and engaging impact communications.
- Work collaboratively with colleagues across the Charity to maximise corporate sponsorship and engagement opportunities linked to events, campaigns and the Charity's 50th anniversary.
- Represent Cynthia Spencer Hospice Charity at corporate meetings, networking events, presentations and business engagement activities.
- Ensure corporate fundraising activity complies with GDPR, Fundraising Regulator requirements, Charity policies and appropriate due diligence processes.
- Carry out any other duties commensurate with the role and the needs of the organisation

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About You

Essential Criteria

Experience

- Proven experience in corporate fundraising, strategic partnerships, business development, sponsorship, sales or relationship management.
- A successful track record of identifying, developing and securing new partnerships or significant business relationships.
- Experience of building and managing a pipeline of prospective partners.
- Experience of developing tailored proposals, pitches and presentations.
- Experience of engaging and influencing senior business leaders and decision-makers.
- Experience of working towards and achieving challenging income or financial targets.
- Experience of managing, coaching or developing others.

Knowledge and Skills

- Excellent relationship-building, networking, influencing and negotiation skills.
- Strong commercial awareness and the ability to identify mutually beneficial partnership opportunities.
- Confidence and credibility when representing the Charity with businesses and external stakeholders.
- Excellent written and verbal communication skills.
- Strong organisational and time-management skills, with the ability to manage competing priorities.
- Ability to think strategically while remaining focused on delivery and results.
- Experience of pipeline management, income forecasting and performance reporting.
- Ability to work independently while collaborating effectively with colleagues.
- Confident using Microsoft Office and CRM systems.

Personal Qualities

- Proactive, ambitious and outcome-focused.
- Professional, personable and confident.
- Resilient and able to maintain momentum through lengthy decision-making processes.
- Supportive and coaching in approach to team management.
- Creative, solutions-focused and willing to identify new opportunities.
- Empathy with the values and purpose of Cynthia Spencer Hospice and a commitment to excellent supporter care.

General Responsibilities

The postholder will:

- Work within and promote the Charity's values, policies and procedures.
- Maintain confidentiality and comply with data protection requirements.
- Take responsibility for their own professional development.
- Attend relevant meetings, training and Charity activities.
- Work collaboratively with colleagues and contribute positively to the wider organisation.
- Undertake any other reasonable duties appropriate to the level and responsibilities of the post.

We are an equal opportunity employer and welcome applicants from all backgrounds who meet the requirements of the role. We celebrate diversity and are committed to creating an inclusive environment where everyone can thrive.

Interviews will be held on Tuesday 8th September 2026.

Please note we will review applications as they are received, and we may close the application process early at our discretion.