



## National Partnerships Manager Recruitment Pack



## National Partnerships Manager

£40,000 - £45,000

Full Time (37.5hrs per week) and permanent.

### About LandAid

LandAid is the property industry's charity working to end youth homelessness in the UK. We unite remarkable businesses and individuals across the sector to support frontline charities delivering life-changing services for young people who are, have been, or are at risk of homelessness. Through our national network of corporate partners, we invest funding and expertise where it can make a lasting difference.

### About the Role

We're looking for a National Partnerships Manager to play a key role in delivering our ambitious strategy: to support 10,000 young people facing homelessness and create £150 million in social value by 2029. Achieving this depends on growing our network of corporate partners across the property industry—and that's where you come in.

This is a pivotal role in our National Partnerships Team. You'll be a confident relationship builder with experience in partnerships, sales, or other client-facing roles. You'll be responsible for delivering exceptional stewardship to our existing corporate partners, while using your tenacity and creativity to grow our network by securing new partnerships.

Experience in third sector corporate fundraising is a bonus—but not essential. What matters most is your ability to build strong commercial relationships and your commitment to LandAid's values: ambitious, responsible, tenacious, inclusive, and creative.

As a voluntary-funded charity, LandAid's impact depends on the strength of our partnerships. This is your opportunity to be part of something powerful: driving a social movement within the real estate industry to help end youth homelessness.

**We look forward to hearing from you.**

Katie Stephenson – Head of National Partnerships

## About Us

### Our Vision:

An end to youth homelessness in the UK.

### Our Mission:

Every year, thousands of young people in the UK find themselves homeless.

It's a problem that we're here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

Together we can end youth homelessness.

### Our Values



We're  
**Ambitious**



We're  
**Responsible**



We're  
**Tenacious**



We're  
**Inclusive**



We're  
**Creative**

## Job Description

<b>Job Title:</b>	National Partnerships Manager		
<b>Location:</b>	Hybrid (regular travel into Central London to be expected)*		
<b>Hours:</b>	37.5 hours per week		
<b>Grade Band:</b>	Manager	<b>Salary Scale:</b>	£40,000 - £45,000
<b>Reporting to:</b>	Head of National Partnerships		
<b>Direct Reports:</b>	N/A		

### Role Summary & Purpose

This is a pivotal role within LandAid's National Partnerships Team. We're looking for someone with demonstrable experience in either corporate fundraising within the charity sector or account management in a commercial setting. Just as important, you'll bring a natural flair and enthusiasm for new business, along with the tenacity and creativity needed to engage new corporate partners and bring them into our growing network.

You'll be responsible for delivering high-quality account management to a portfolio of valued partners—providing exceptional stewardship and inspiring organisations and their employees to support LandAid's mission. You'll work closely with our partners to understand their social impact priorities, build strong relationships at all levels of their business, and identify opportunities to grow both income and engagement. LandAid's impact depends on the strength and reach of our corporate partnerships. In this role, you'll play a vital part in helping us achieve our goal of supporting 10,000 young people into homes and employment by 2029—by protecting and growing a critical source of income and influence.

LandAid operates as a hybrid working team. While most employees choose to work from home, we have access to shared office space at one of our Partner's offices in Baker Street, London. All employees—based across the UK—are required to attend monthly in-person team meetings in London, as well as other in-person meetings, events, or duties as required by their role.

In the National Partnerships Team, there is a greater expectation to attend external meetings and events in person. Building and maintaining strong relationships with our corporate partners is a key part of the job and will often require travel, primarily within London and occasionally further afield.

## Your key responsibilities will include:

1. **Grow our income** by delivering outstanding account management and stewardship to existing partners, while proactively identifying and securing new business opportunities across the real estate industry.
2. **Build honest, impactful and trusted relationships** with our corporate partners, rooted in shared values and long-term collaboration.
3. **Develop bespoke stewardship and engagement plans** tailored to each partner, ensuring mutual benefit and clear alignment with their social impact goals.
4. **Collaborate with colleagues across the organisation** to help partners make the most of their relationship with LandAid - encouraging involvement in our events, strategic programmes, and property networks.
5. **Coordinate the production of annual impact reports** for our corporate partners, showcasing the positive contributions they've made - both individually and as part of a wider social movement to end youth homelessness.
6. **Organise and lead regular in-person meetings** with key contacts across your partner portfolio, involving members of the Leadership Team where appropriate.
7. **Create and deliver compelling presentations, speeches, and pitches** to both existing and prospective partners to deepen engagement in our cause.
8. **Work closely with LandAid's Fundraising & Engagement Committee** - as well as other boards, committees and property networks—to recruit new partners and amplify our mission.
9. **Identify and approach new prospects** within the property industry by researching, recommending, and cultivating relationships with organisations that could become successful LandAid partners.
10. **Support LandAid's Regional Boards**, collaborating with the wider National Partnerships team to build and maintain strong relationships with senior regional supporters.
11. **Work with our Communications team** to refresh and develop marketing materials that support both partner recruitment and deeper engagement with existing supporters.
12. **Stay closely connected to the needs of our charity partners**, helping to design and launch corporate giving campaigns aligned with our grant-making strategy and the evolving challenges facing young people.
13. **Position LandAid as a trusted voice on ESG and social impact** within the real estate industry by analysing partner strategies, communications and goals - and advising on how LandAid can add value in these areas.
14. **Maintain accurate, up-to-date records** of all partner activity using our CRM system.



## General Responsibilities:

1. **Be an active and committed member of the LandAid team**, contributing positively to our collaborative culture and shared mission.
2. **Take responsibility for your own professional development**, seeking opportunities to learn, grow, and continuously improve your skills and ways of working.
3. **Uphold LandAid's policies and procedures**, working confidently and enthusiastically in line with our organisational values.
4. **Support the Head of National Partnerships and wider team priorities as required** - including providing holiday cover and carrying out tasks or projects that contribute to the charity's goals.

*This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will mainly perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.*

## Person Specification

Criteria	Essential	Desirable
<b>Knowledge</b>		
<ul style="list-style-type: none"> <li>Understand what makes for effective and impactful corporate partnerships for charities</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Awareness of the principles and trends within Corporate Responsibility, ESG and social value</li> </ul>		✓
<ul style="list-style-type: none"> <li>A broad working knowledge of the property industry</li> </ul>		✓
<ul style="list-style-type: none"> <li>An understanding of the causes and complexities of youth homelessness, and what can be done to solve it</li> </ul>		✓
<b>Experience</b>		
<ul style="list-style-type: none"> <li>Successful delivering against commercial targets (income generation and /or retention)</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Proven ability to work successfully and thrive in an agile and fast paced working environment</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Demonstrable success in delivery of account management to a diverse client base</li> </ul>	✓	

<ul style="list-style-type: none"> <li>Developing and managing effective partnerships between businesses and charities</li> </ul>		✓
<ul style="list-style-type: none"> <li>Experience of working with senior level volunteers.</li> </ul>		✓
<b>Skills and abilities</b>		
<ul style="list-style-type: none"> <li>Ability to build and maintain effective relationships with external stakeholders, clients, or partners</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Ability to work effectively and collaborate with a wide range of people across multiple teams and organisations</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Ability to 'package up' charitable initiatives and activities to appeal to a corporate audience</li> </ul>		
<ul style="list-style-type: none"> <li>Understanding how to engage in effective social media activity</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Excellent numeracy skills with attention to detail and ability to analyse budgets and data</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Confident and engaging public speaker and presenter</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Ability to communicate effectively and with high quality to a range of different audiences confidently and creatively, both verbally and in writing</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Creative and innovative thinking in order to reengage and reinvigorate lapsed corporate partnerships</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Proficiency in Word, PowerPoint, Excel and Outlook</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Willingness to learn and seize opportunity</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Evidence of a proactive and creative approach to developing the impact of business relationships</li> </ul>	✓	

## Personal Qualities

We're looking for someone who will thrive in a dynamic, purpose-driven team. To succeed in this role, you'll need to demonstrate the following:

- **A collaborative and inspiring team player** - someone who is actively committed to LandAid's mission and values.
- **Flexibility in your approach** - able to adapt your working style and thinking as priorities shift.
- **A positive, enthusiastic outlook** - energy and optimism go a long way here.
- Strategic thinking, able to see the bigger picture and connect day-to-day activity to long-term goals.
- **Problem-solving mindset** - confident tackling challenges and finding creative, practical solutions.
- **Proactive and self-motivated** - you take initiative, stay focused, and bring forward ideas to improve what we do.
- **Results-driven** - motivated to exceed targets and contribute meaningfully to LandAid's impact.
- **A balance of collaboration and decisiveness** - you work well with others, but can also take the lead when needed.
- **A strong alignment with LandAid's values** - ambitious, responsible, tenacious, inclusive and creative.
- **Calm under pressure** - comfortable working through busy periods and delivering high-quality work to deadlines.
- **Friendly and professional** - you'll fit right in if you can bring both.

**Thank you for your interest in joining LandAid.  
We look forward to receiving your application.**