



CORPORATE PARTNERSHIPS LEAD RECRUITMENT PACK

[WHENYOUWISHUPONASTAR.ORG.UK](https://whenyouwishuponastar.org.uk)



A LETTER FROM OUR CEO, JOE WILLIAMSON



Dear Candidate

Thank you for your interest in joining *When You Wish Upon a Star*. I'm truly delighted that you're considering becoming part of our charity at such a meaningful and exciting time in our journey.

Since 1990, we have been granting the wishes of children living with life-threatening or terminal illnesses - creating moments of magic, hope, and joy when families need them most. In 2025, we'll proudly celebrate our 35th birthday. This incredible milestone is a testament to the power of compassion, community, and the belief that even in the most difficult times, dreams can come true.

We are a small but mighty team, united by a shared commitment to making a real and lasting difference in the lives of children across the UK. Every role at *When You Wish Upon a Star* plays a vital part in delivering our mission.

If you believe in the power of a wish, and if you're ready to use your talents to help change lives, we would love to hear from you.

Warm wishes,

Joe Williamson

Chief Executive Officer

When You Wish Upon a Star

ABOUT WHEN YOU WISH UPON A STAR

When You Wish Upon a Star is a UK charity with a simple but powerful mission: to grant the wishes of children living with life-threatening or terminal illnesses. Since our founding in 1990, we have brought joy, hope, and unforgettable memories to thousands of children and their families during some of the most difficult times in their lives.

From magical trips to Lapland to meeting a favourite celebrity or experiencing a dream adventure, every wish we grant is uniquely tailored to bring smiles, lift spirits, and provide precious moments of happiness and togetherness.

In 2025, we celebrate our 35th birthday - three and a half decades of wish-granting magic made possible by the dedication of our supporters, volunteers, and staff. As we look to the future, we are more ambitious than ever to grow our impact, reach more children across the UK, and continue delivering life-changing moments that truly matter.

By joining our team, you'll become part of a passionate, child-focused charity that believes in the extraordinary power of a wish.



THE ROLE

We are seeking an ambitious and relationship-focused **Corporate Partnerships Lead** to grow our corporate partnerships portfolio. You will be responsible for identifying new business opportunities, managing existing partnerships, and creating engaging, high impact campaigns that align with the goals of both the charity and our corporate supporters.

This is an exciting opportunity to join a passionate team and play a key role in securing sustainable income and long-term strategic partnerships that directly fund wishes for seriously ill children across the UK.





KEY RESPONSIBILITIES

- **Partnership Development**

- o Proactively research, identify, and approach companies with a compelling case for support and bespoke partnership proposals.
- o Build long-term, mutually beneficial partnerships that deliver income, awareness, and employee engagement opportunities.
- o Lead on pitches, negotiations, and onboarding of new partners.

- **Account Management**

- o Steward existing corporate partners to ensure excellent relationship management, timely communication, and impactful engagement.
- o Deliver high-quality fundraising campaigns, employee engagement activities, and cause-related marketing initiatives.
- o Work collaboratively with partners to co-create fundraising plans that align with their CSR and ESG objectives.

- **Campaigns & Events**

- o Plan and deliver corporate-focused fundraising campaigns and events in collaboration with internal teams.
- o Attend corporate networking events and represent the charity at regional and national levels.

- **Marketing & Communications**

- o Work with the communications team to produce engaging content for corporate audiences, including case studies, impact reports, and social media content.
- o Ensure brand alignment and maximise PR and media opportunities through corporate partnerships.

- **Performance & Reporting**

- o Set, monitor, and achieve KPIs for corporate income, new business development, and retention.
- o Maintain accurate records of all corporate activity and relationships using the charity's CRM system.
- o Report regularly to the Head of Income Generation on progress, pipeline, and income forecasts.

- **Compliance & Best Practice**

- o Ensure all corporate partnerships follow fundraising regulations, charity law, and ethical standards.
- o Contribute to wider fundraising planning and innovation across the organisation.

PERSON SPECIFICATION

All applicants should already have the right to work in the UK.

Essential Criteria

- Proven experience in corporate fundraising, business development, or account management.
- Strong commercial awareness with the ability to develop tailored propositions and negotiate partnerships.
- Exceptional relationship-building and communication skills.
- Ability to manage multiple projects and priorities in a fast-paced environment.
- A self-starter with a proactive, professional, and confident approach.
- Willingness to travel for meetings and events.

Desirable Criteria

- Experience working in a children's or health-focused charity.
- Familiarity with corporate sponsorship, payroll giving, or cause-related marketing.
- Understanding of the current CSR and ESG landscape.
- Experience using CRM systems such as Access, Salesforce, or BeaconCRM.



TERMS OF APPOINTMENT



Role title: Corporate Partnerships Lead

Responsible to: CEO

Location: Hybrid (Based at Head Office – Nottingham, three days a week)

Salary: £30,000 - £35,000

Full/part-time: Full-time

Contract length: Permanent, subject to a six-month probationary period

Start date: As soon as possible

PERKS AND BENEFITS

- 25 holidays rising up to 30 over 5 years plus bank holidays
- 3 day Christmas holiday shutdown
- Enhanced policies above statutory minimums
- Private Healthcare
- Flexible working hours
- Staff Socials
- Well-being programme
- Personalised Workforce development plans
- Annual training and continued professional development budget

HOW TO APPLY

To apply, please submit the following documents:

- Covering letter addressing relevant experience for the role (two A4 pages max)
- Current CV (two A4 pages max)

Please send your application to: joe.williamson@whenyouwish.org.uk



When you wish
upon a star

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