



When you wish
upon a star

**Corporate Partnerships
Lead
Recruitment Pack**

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. It is an exciting time to be joining our mission as you will have the opportunity to directly contribute to our new strategy ahead of 2027-2030.

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 celebrated 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

The Corporate Partnerships Lead will play a pivotal role in building a sustainable future for the charity by developing and growing our corporate income stream.

This is a unique opportunity to establish and lead our corporate partnerships function, with full ownership of strategy, pipeline development, and relationship management across England and Wales.

Working closely with the Head of Income Generation and CEO, you will secure meaningful, long-term partnerships that directly increase the number of wishes we can grant.

As the organisation continues to rebuild and grow, this role offers significant scope to shape a high-impact function from the ground up.



Key Responsibilities

Corporate Partnership Strategy

- Develop and own the corporate partnerships strategy, aligned with the charity's wider income generation and organisational goals
- Translate strategic ambition into clear plans, targets, and measurable outcomes
- Work closely with the Head of Income Generation and CEO to ensure partnerships contribute to long-term sustainability
- Provide insight and market intelligence to inform decision-making and future growth
- Build the foundations for a scalable corporate partnerships function

Partnership Development and Income Generation

- Identify, cultivate, and secure new corporate partners aligned with the charity's mission and values
- Develop compelling partnership propositions that are emotionally engaging, ethically sound, and commercially credible
- Build and manage a pipeline of prospective partners, from initial engagement through to long-term relationship development
- Confidently represent the charity to senior corporate stakeholders and decision-makers
- Secure high-value, multi-year partnerships that deliver sustainable income

Relationship Management and Stewardship

- Build trusted, long-term relationships with corporate partners based on shared purpose and mutual value
- Ensure partnerships translate into meaningful impact for children and families
- Work collaboratively with internal teams to deliver high-quality partner experiences

- Maintain regular communication and reporting to partners, demonstrating impact and value
- Identify opportunities to grow and deepen existing partnerships over time

Systems, Insight and Growth

- Create and embed systems and processes to effectively manage partnerships and pipeline activity
- Track performance, income, and impact, using data to inform strategy and decision-making
- Develop insight into market trends and corporate motivations to strengthen positioning
- Lay the groundwork for future team growth and function expansion
- Contribute to a culture of accountability, learning, and continuous improvement



Person Specification

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

Essential Experience and Skills

- Proven experience securing or significantly influencing corporate partnerships or senior-level relationships
- Track record of personally securing high-value or multi-year partnerships or commercial agreements
- Strong ability to build trust and credibility with senior stakeholders
- Experience developing co-created partnerships or propositions in collaboration with partners, ensuring mutual value and long-term engagement
- Experience working in an early-stage, rebuilding, or growth environment, with the ability to create clarity and momentum
- Ability to work autonomously with a high level of ownership and accountability
- Strong alignment with the charity's mission, with a clear motivation to deliver meaningful impact
- Excellent communication, influencing, and relationship-building skills
- Ability to balance commercial opportunity with mission integrity in decision-making
- Professionalism, emotional intelligence, and sound judgement in complex or sensitive situations

Desirable Criteria

- Experience in the charity or not-for-profit sector
- Experience developing partnership propositions or income strategies
- Understanding of corporate social responsibility and ESG priorities
- Experience building or scaling a function, team, or income stream

How We Work

- We value sound judgement, emotional intelligence, and accountability
- We work at pace and take responsibility for outcomes
- We are comfortable having honest conversations in service of our mission
- We are a small team with high expectations, united by a shared purpose
- We build partnerships that are ethical, respectful, and grounded in genuine impact
- We ensure all partnerships uphold our values and protect the dignity of the children and families we support
- We balance commercial opportunity with mission integrity in all decisions
- We prioritise long-term, meaningful partnerships over short-term gain



Terms of Appointment

Role title: Corporate Partnerships Lead

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Corporate Partnerships Lead

Reports to:

Head of Income Generation

Location:

Home-based or hybrid with travel to Nottingham as and when required

Hours:

Full-time (35 hours per week)

Salary:

£35,000–£40,000 per annum

Closing date:

6th May 2026

Start date:

ASAP

Contract:

Permanent

Perks and Benefits

- 25 holidays rising up to 30 over 5 years plus bank holidays
- 3 day Christmas holiday shutdown
- 2 Wish Maker days
- Enhanced leave initiatives e.g. bereavement, parental, jury service, etc
- Full sick pay from day one
- Maternity - 6 months full pay
- Private Healthcare
- Flexible working hours with autonomy over weekly hours
- Opportunity to work with our partners across our Disney Wish programme, Arctic Treks, and global major running events
- Staff Socials
- Wish Well-being programme
- Personalised Workforce development plans
- Annual training and continued professional development budget

How to apply

Alongside your CV, please submit a cover letter outlining your relevant experience and approach to corporate partnerships, referencing the requirements of the role, and demonstrating strong commercial instinct, strategic thinking, and an ability to spot and unlock high-value opportunities.

We're particularly interested in your perspective on where this function could go, including how you proactively identify, shape, and scale impactful partnerships.

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



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