



JOB PROFILE

Job Title:	Head of Creative Partnerships & New Business Development
Department	Humanitarian
Location	Farringdon
Reports to:	Director of the Humanitarian Leadership Academy
Grade:	C
Budget responsibility:	Yes
Line management responsibility:	Yes
Child Safeguarding Level:	Level 1 This post has been classified to be a Level 1 position. A Disclosure and Barring Service (DBS) basic check or equivalent overseas police check will be obtained for employees at this level prior to their Start Date. As the post is not covered by the Exceptions Order 1975 to the Rehabilitation of Offenders Act 1974, any spent criminal convictions will not be considered when considering suitability for the role.

Who We Are

We are Save the Children. Together we fight for children every single day so that they can make their mark on the world and build a better future.

Save the Children UK is committed to diversity and equality of opportunity in all aspects of our work. We strive to be an inclusive employer and particularly encourage applications from under-represented groups such as returning parents or carers who are re-entering work after a career break, people who are LGBT+, from Black, Asian and Minority Ethnic (BAME) backgrounds, with a disability, impairment, learning difference or long-term condition, with caring responsibilities, from different nations and regions, from a less advantaged socioeconomic background as well as any other under-represented group in our workforce.

What We Do

We stand side by side with children in the toughest places to be a child. We do whatever it takes to make sure they survive, get protection when they're in danger, and have the chance to learn.

This role will sit within the Humanitarian Leadership Academy (HLA), a newly formed team, following the merger of Academy and Humanitarian Capacity Building staff in 2020. The newly formed team combines digital learning platforms, creative learning content and the design, development and delivery of quality accredited capacity strengthening and learning in an exciting and innovative offer that is both unique and unmatched anywhere across the sector. Capacity-strengthening and user-centred learning is, and will continue to be, of increasing importance - a key area to ensure the sector is able to respond effectively and efficiently to crises. The new HLA enables SCUK to offer **the** most effective and impactful humanitarian capacity strengthening resource for both the Save the Children movement, the wider humanitarian sector and beyond.





Role Summary: The purpose of this role is to lead on the identification, development and engagement of creative partnerships to deliver the most effective and impactful humanitarian capacity strengthening & learning resource for both the Save the Children movement, the wider humanitarian sector and beyond. This role is accountable for two key areas of work relating to a) partnerships and new business development, and b) communications and marketing. The first relates to expanding and diversifying the range of partnerships to strategically support and increase the funding base for the Academy to deliver against its current offer and desired value proposition. The second area looks to identify areas of growth through effective communications and marketing products and to be leading the promotion of Academy products and services.

Success in this role demands a strong collaborator and influencer to play a visible and influential role within the Academy to drive forward our external stakeholder engagement for sustainable financial pipeline development.

Key Accountabilities:

- Accountable for the development and implementation of the creative partnerships and new business strategy identifying new partnerships and opportunities to diversify and grow the HLA's funding base based on agreed strategic direction of team, current learning solutions and emerging opportunities as well as meeting ambitious funding targets.
- Accountable for leading on new business activities for the Trading Subsidiary including developing and implementing a Go-To-Market Strategy for the Academy's platforms, products and services, and securing new opportunities to raise unrestricted income in line with the team's overall strategy
- Lead on the exploration of innovative funding mechanisms that allow donors to fund as part of a mutually beneficial arrangement for both the HLA and the donor.
- Oversight of the HLA's marketing & communications strategy and activities to increase the engagement of local, national, regional and global users, which the HLA can leverage to secure critical strategic partnerships and secure relevant resources including funding
- Advise on the organisation and delivery of major events and conferences for the HLA in collaboration with other Heads and members of the team to ensure a relevant profile is achieved and the HLA's credibility is grown and understood
- Accountable for the HLA brand architecture.
- Represent the HLA in public forums and contribute through wider thought leadership on strategic areas of this body of work to include but not limited to advocating for the funding of capacity strengthening in the sector.
- Lead and manage a team of people, ensuring the development of an inclusive and supportive environment, strong and effective ways of working which motivates and encourage innovation and creativity across the team. Continue to embed a team culture and develop strong ways of working across the new team and ensure clear and accountable governance mechanisms are in place
- Develop and build strong relationships with key departments across SCUK and the wider movement including but not limited to Fundraising's New Business team as well as the Partnerships and Philanthropy teams.
- As a member of the Senior Management Team within the Academy, and alongside the other Heads of Teams, ensure that there is a sense of collective responsibility to draw upon the resources and expertise across all four teams to drive forward sustainable, yet ambitious growth across the unit and that supports the localisation agenda. In addition, support and encourage strong working relationships with other



stakeholders and key partners across the sector, ensuring effective collaboration and mutual support to enable effective planning and delivery of the value proposition

- Effectively manage any anticipated growth or change in the team
- Responsible for the Creative Partnerships and New Business Development team budget
- Manage and develop reports across the Creative Partnerships and New Business Development team, ensuring they have relevant, clear and achievable objectives, manageable workloads and appropriate professional development plans
- In conjunction with the Director, the Heads of Team roles are accountable for relevant strategic projects that are a priority for the Humanitarian Leadership Academy, leveraging resource from across the entire unit to deliver on high impact priorities (Priorities include but are not limited to, Localisation: Future of Humanitarian Leaders: Coaching and Mentoring in times of Crisis and Transformation, Innovation) that are imperative to the Academy's success.
- Responsible for building an inclusive and supportive team culture
- An active member of the Senior Management Team/extended leadership team of the HLA, deputising for the Director of the HLA as required

People Management:

As a people manager at Save the Children, you are responsible for managing employees and resources to achieve specific short and long term functional or organisational goals with *integrity*. As a manager you are be self-aware and hold yourself and others *accountable* through performance and behaviour. You'll proactively develop relationships built on trust, provide staff with clear guidance and direction; use coaching techniques to support personal *ambition* and professional development. You'll create an *inclusive* environment where team members feel safe to express ideas and acknowledge mistakes. You'll support team, organisational and individual *creativity*, aligned to SCUK strategy and ensure the health and wellbeing of team members

The Head of Creative Partnerships and New Business Development is to carry out the responsibilities of the role in a way which reflects:

- Save the Children's commitment to safeguarding children in accordance with the Child Safeguarding Policy,
- A commitment to Save the Children's vision, mission, values, and approach,
- A commitment to diversity and inclusivity and promoting equality of opportunity in all aspects of our work,
- A commitment to effective management of risk, by operating within the Charity's code of conduct, policies, procedures, and controls and by carrying out the risk management and assurance responsibilities of the role as set out in the Risk Policy and Procedures.

Person Profile

Competencies:

- **Leading and inspiring others.** *Demonstrates leadership in all our work, embodies our values, and articulates a compelling vision to inspire others to achieve our goals for children.*
- **Delivering results.** *Takes personal responsibility and holds others accountable for delivering our ambitious goals for children, continually improving own performance or that of the team/organisation.*





- **Developing self and others.** Invests time and energy to actively develop self and others to help realise their full potential, and to build the organisation's capability for the future.
- **Innovating and adapting.** Develops and implements innovative solutions to adapt and succeed in ever-changing and uncertain global and working environments.
- **Working effectively with others.** Works collaboratively to achieve shared goals and thrives on diversity of people and perspectives; knows when to lead and when to follow and how to ensure effective cross-boundary working.
- **Networking.** Builds and uses sustainable relationships and networks to support the work of Save the Children.

The Skills I Need to Succeed in This Role:

Technical/Personal

- Significant, strategic business development experience in a charitable and/or social enterprise on a comparable scale with ambitious financial targets.
- Extensive experience leading on the production of professional high-value fundraising and trading proposals with a good track record of success.
- Market leading approach to progressive and innovative revenue generating initiatives and funding strategies.
- Familiarity with the development and humanitarian funding environment with in-depth knowledge of the interests, compliance, and requirements of the major sectoral donors.
- Demonstrable experience of managing multi-channel marketing & communications campaigns including email, social media, press and PR.
- Ability to build and work as part of a high performing team and work effectively across the different functions to ensure maximum effectiveness and impact
- An instinctively analytical and strategic thinker
- Experience of positive team management enabling all team members to develop and to work within a matrix management approach to ensure maximum success of the whole team.
- Experience of financial management of programme and team budget
- Strong evidenced project management experience including cross organisational or multi-stakeholder projects ensuring that targets are met within the timeframe and budget set.
- Knowledge and experience or a strong desire to work in the humanitarian context
- Demonstrable success and expertise in building and managing complex relationships, often through others, with a variety of stakeholders.
- Undeniably positive with high levels of personal resilience and motivation to lead and manage a team
- Strong representational and communication skills, able to articulate a vision, strategy, or ideas clearly and concisely
- Passion and energy to work in pursuit of transforming humanitarian response globally
- Highly effective in influencing, negotiating, and lobbying
- Instinctively collaborative and able to develop and maintain strong relationships with partners and stakeholders
- The ability to build effective trust-based relationships and networks at senior levels
- Ability to operate effectively in highly complex situations.





- A proven track record of setting, delivering, and tracking strategic direction that supports financial decision-making at a leadership level
- Significant experience of influencing and negotiating with senior stakeholders.