



Job Description

Job title: Head of Partnerships – Maternity Cover	Salary: Up to £50k (depending on experience)
Hours: Full time, 37.5 hours per week	Location: Minimum of three days in the office (Monday, Tuesday and Thursday), in London, N5
Contract: Fixed term (Maternity Cover), 9-12 months	Start date: July 2026
Reports to: Director of Fundraising	Holiday: 25 days holiday plus bank holidays and additional days over Christmas

Charity Overview:

Spread a Smile brings joy and laughter to seriously ill children in NHS hospitals and hospices across the country. Through in-person and virtual visits and events, Spread a Smile's entertainers – from magicians to musicians, artists, fairies and therapy dogs – enhance wellbeing and help young patients and their families cope with the pain and anxiety of serious illness and hospitalisation.

Job Purpose:

Spread a Smile has been scaling at pace since 2017, growing income from £270k to over £2.1m and expanding services significantly to reach more seriously ill children and teenagers.

We are now entering the next crucial phase of our development. Over the next few years, we will continue to grow (our target for 2026/7 is c£2.2m) while also taking the time to build a sustainable team and the foundations needed to secure our long-term future. Our goal is to ensure that every seriously ill child in the country who needs our support has access to it.

Within this context, the Head of Partnerships will play a critical role. We need a proactive, tenacious and strategic individual who will go above and beyond, working closely with the CEO and Director of Fundraising to deliver exceptional standards of care to our existing supporters, source lucrative new corporate partners and help drive income growth.

The Head of Partnership will lead, manage and grow a portfolio of income-generating corporate partnerships for Spread a Smile, covering both existing accounts and new business. This fixed-term role sits within the Fundraising Team and includes line management of the Corporate Partnerships Manager. The postholder will ensure seamless continuity of partnership activity, stewardship, and income delivery during the maternity leave period.

The overall budget responsibility will be around £700,000. Intricate cross working is also required to support the corporate engagement in other areas of the business, driving up income and helping to bring joy, laughter and respite to thousands of seriously ill children across the country.

Key Responsibilities and Duties:

Strategic Leadership & Planning

- Drive the delivery of Spread a Smile's fundraising strategy, plan and budget throughout the maternity cover period, maintaining momentum and hitting targets.
- Lead the corporate partnerships programme, helping set objectives and KPIs and monitoring income targets and expenditure.
- Work collaboratively across teams to maximise opportunities from corporate relationships.
- Provide accurate, regular reporting on performance against budgets and KPI, taking timely action to mitigate any shortfall.

Team Leadership & Management

- Lead and inspire the Corporate Partnerships Manager and Fundraising & Events Officer, setting clear goals, backing their development, and holding regular performance reviews.
- Champion a learning culture: stay ahead of sector trends and bring fresh thinking into the team.

Management of Existing Partnerships

- Act as the fulcrum of Spread a Smile's corporate relationships, building trust, deepening engagement, and making every partner feel genuinely valued and engaged.
- Deliver high-quality stewardship plans, including volunteering, employee engagement and tailored recognition.

- Collaborate with the marketing team to amplify partnerships across digital and social channels.
- Inspire corporate partners by connecting them closely to the cause and regularly demonstrating the impact of their support. Produce detailed and accurate reports showcasing partnership outcomes.
- Provide event support to partners organising activities for Spread a Smile.
- Champion employee fundraising, sponsorship, payroll giving and long-term engagement.
- Provide comprehensive recognition to supporters, adhering to the formal framework, and enhancing it, as required.

New Business Development

- Alongside the Corporate Partnership Manager, co-ordinate a live pipeline of corporate prospects, ensuring momentum and continuity of new business opportunities.
- Lead on prospecting, cold outreach, networking and follow-up communications. Engage with the CEO, Board of Trustees and other key contacts, to establish warm connections.
- Work closely with the Services team to create compelling proposals, presentations and supporting materials tailored to prospective partners.

General Responsibilities

- Work in accordance with Spread a Smile’s Vision, Mission, Values, policies and procedures.
- Ensure compliance with data protection, GDPR and fundraising regulations.
- Support and manage corporate-related committees and events.
- Maintain accurate records of interactions, income and partnership activities using Donorfy, the charity’s CRM system.

Person Specification:

The role will require the post holder to have the following skills and experience:

Skills and Experience	Essential or Desirable	To be assessed via CV	To be assessed at interview
Experience of setting and delivering short, medium and long term plan in fundraising.	Essential	✓	✓

Experience of <i>or</i> previous involvement in setting budgets and reporting income.	Essential	✓	✓
Experience of corporate fundraising, or transferable skills from other forms of high value fundraising.	Essential	✓	✓
Exceptional relationship builder with strong emotional intelligence and influencing skills.	Essential	✓	✓
Creative and ambitious approach to fundraising with evidence of going above and beyond in your role	Essential	✓	✓
Excellent written and verbal communication skills, including public speaking and the ability to craft compelling proposals and impact stories.	Essential	✓	✓
Experience of using a CRM system, such as Donorfy (or other form of managing and tracking supporter engagement).	Essential	✓	✓
Previous line management experience <i>or</i> informal management (e.g. volunteers, supporting junior staff, mentoring, etc.)	Essential	✓	✓
A growth mentality with a sales orientated approach to securing new funding.	Essential		✓
Exceptional time management skills with an ability to effectively meet deadlines, within a dynamic fundraising environment.	Essential		✓
Analytical thinker with the ability to use data to inform decision-making.	Essential		✓
Self-motivated, entrepreneurial and innovative, with an ability to	Essential		✓

spot and capitalise effectively on opportunities, as and when they arise.			
Strong attention to detail, with an ability to build and oversee effective systems and processes that deliver exceptional standards of donor care.	Essential		✓
Team player with a willingness to participate in day-to-day activities to support the wider team.	Essential		✓
Deep passion for Spread a Smile's mission and commitment to improving outcomes for seriously ill children.	Essential		✓

This job description is not exhaustive, and the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.

Pay and benefits:

- Salary of up to £50,000 (depending on experience)
- 25 days holiday plus bank holidays and additional days off over Christmas.
- Flexible working options. This is a full-time role, with a minimum of three days in the office in London N5.
- Core office hours are 9am–5pm or 9.30am–5.30pm.

How to apply:

Please complete the form and upload your CV and a supporting statement outlining how your skills and experience meet our job requirements

Form here: <https://wkf.ms/4sFo5xL>

Applications are being handled on a rolling basis. If any adjustments are needed, please let us know.

Additional Information:

We are committed to safeguarding and protecting the children and families we work with, creating a setting in which everyone feels welcome and safe. All posts are subject to a safer recruitment process which includes the disclosure of criminal records and barring checks, scrutiny of employment history, robust referencing and other vetting checks.

Our safeguarding system is underpinned by a range of policies and procedures which encourage and promote safe working practice across the organisation. We make sure that all our staff are trained and supervised to a high standard so they can provide safe, effective practice.