Schoolreaders

improving literacy • increasing life chances

Corporate Partnerships Manager (New Business)

Candidate Information Pack



Polly Symondson *Recruitment*

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Contents

- Introduction
- Job purpose
- Role responsibilities
- Person specification
- Terms of employment
- How to apply

POLLY SYMONDSON RECRUITMENT



Introduction

Dear Applicant,

Thank you for your interest in joining Schoolreaders as our Corporate Partnerships Manager.

This is a pivotal time for Schoolreaders as we pursue ambitious plans to reach more children, support more schools and move closer to our vision that every child can read well and achieve their full potential.

The need for our work has never been greater. Too many children, particularly those from disadvantaged backgrounds, struggle with reading and literacy, limiting their confidence, educational outcomes and future opportunities. Schoolreaders already supports more than 42,000 children each week in over 2,000 schools across England, yet demand continues to grow. Our ambition is to more than double this reach, focusing on the children who need our support most.

As a key partner in the 2026 National Year of Reading, we have a unique opportunity to raise awareness of children's literacy, engage new supporters and accelerate our growth. To seize this opportunity, we need to grow our fundraising programmes and deepen relationships with those who share our belief that every child deserves the chance to succeed.



As our new Corporate Partnerships Manager, with a primary focus on securing new business, you will play a pivotal role in driving the growth of our corporate fundraising programme. Schoolreaders offers a compelling proposition for businesses seeking to create social impact; our national reach, proven outcomes and local delivery model enable partners to support children in communities across England while delivering measurable results.

This is an exciting opportunity to expand our corporate supporter base. Combining strategic thinking with hands-on delivery, you will develop compelling propositions, secure new partnerships and create engaging ways for businesses to connect with our mission. Alongside growing new income, you will steward existing partnerships, ensuring supporters feel valued and connected to the impact of their support.

You'll join a successful fundraising team of six within a passionate and collaborative organisation of around 30 colleagues. Your ideas, expertise and energy will help drive the next phase of our growth and support more children to develop vital reading skills.

If you are looking for a role where you can make a tangible difference, help shape future growth and be part of a team that genuinely believes in the power of reading to transform lives, then I would be delighted to hear from you.

Jane Foy, Head of Fundraising and Communications

> **We could support many more children; more than a quarter of primary schools are requesting our volunteers."**

About us

Schoolreaders is the largest in-school reading support charity in the country, supporting children in every county in England.

Our vision is that every child should learn to read well.

One in four primary school children in England fail to reach the expected standard of reading by the age of 11. This leaves them unable to access their secondary education fully, which will have life-long consequences.

Schoolreaders exists to change this. Schoolreaders recruits, trains, places and supports volunteers to go into local primary schools and provide free, weekly, one-to-one reading support for children, prioritising those who need this extra support the most.

One quarter of all primary schools are registered with us requesting volunteers, and our trained volunteers currently support more than 42,000 children one-to-one every single week. With demand for our support continuing to grow there is much more to do.

I love reading with Mrs H because she always listens really carefully and makes me feel proud of my reading."
Schoolreaders Partner School Pupil

99.2% of our volunteers would recommend volunteering with Schoolreaders.



Job purpose

The Corporate Partnerships Manager (New Business) will lead the identification, cultivation and conversion of new corporate partners (national and regional) to generate significant income for Schoolreaders.

This role is central to Schoolreaders' ambitious plans for growth and will focus on securing high-value corporate support through proactive prospecting, relationship building, networking, and the development of compelling partnership propositions. The postholder will be responsible for building and managing a robust pipeline of new prospects and securing new corporate partnerships that will deliver sustainable income and support the long-term growth of the charity.

Whilst some management and stewardship of existing partnerships will be required, the primary focus of the role is new business acquisition and income growth.

Now that Schoolreaders has become a nationwide programme, our ambition is to develop a larger portfolio of national and regional corporate partners who will help us transform life outcomes through improved literacy for children living in their local communities.

Role responsibilities

New Business Development (70%)

- Develop and implement a proactive corporate new business strategy to achieve agreed income targets.
- Build and maintain a robust pipeline of prospective corporate supporters, sponsors and strategic partners.
- Identify, research and qualify high-potential prospects through desk research, networking, referrals and stakeholder introductions.
- Lead all stages of the new business cycle from prospect identification through to cultivation, proposal development, pitching, negotiation and partnership agreement.
- Secure new five and six-figure partnerships, sponsorships and multi-year funding commitments.
- Develop tailored partnership propositions aligned to corporate CSR, ESG, Social Value, employee engagement, community investment and marketing objectives.
- Produce compelling written proposals, presentations and pitch materials that demonstrate the value and impact of partnership with Schoolreaders.
- Work closely with SMT, trustees, and networks to secure introductions and warm leads.
- Represent Schoolreaders at networking events, conferences and business forums to raise awareness and generate partnership opportunities.
- Conduct due diligence on prospective partners, ensuring alignment with Schoolreaders' values and ethical fundraising policies.

Relationship Management (20%)

- Support the onboarding of new corporate partners and ensure a seamless handover where appropriate.
- Manage a small portfolio of strategic partnerships, maximising engagement and identifying opportunities for growth.
- Work collaboratively with colleagues to deliver excellent stewardship and ensure supporter satisfaction.
- Identify opportunities to increase partner support through employee fundraising, sponsorship, volunteering and challenge events.

Strategy, Collaboration and Reporting (10%)

- Work with the Head of Fundraising and Communications to contribute to corporate fundraising strategy, budgets and annual plans.
- Collaborate with colleagues across fundraising, marketing and operations to develop innovative partnership opportunities.



- Maintain accurate records, pipeline activity and forecasting through Salesforce.
- Monitor, analyse and report on new business performance and key performance indicators.
- Provide regular pipeline and income forecasts to support organisational planning.
- Ensure all activity complies with fundraising regulations, GDPR and Schoolreaders' policies.

Whilst there will be a necessity to work at our Bedford HQ on a regular basis, there is flexibility regarding the level of home working depending on home location. The remit of the role extends more widely across England and occasional travel to meet with existing and new corporate partners will be required.

Person specification

Essential

Experience

- Proven track record of securing significant new business income through corporate partnerships, sponsorship, account acquisition or business development activity.
- Experience of personally securing five and ideally six-figure partnerships or contracts.
- Demonstrable success in meeting and exceeding income or sales targets.
- Experience managing a substantial prospect pipeline from identification through to conversion.
- Experience developing and delivering persuasive pitches, presentations and partnership proposals.
- Experience building relationships and influencing senior decision-makers.

Skills and Knowledge

- Outstanding networking, influencing and relationship-building skills.
- Excellent verbal, written and presentation skills.
- Highly proactive, resilient and self-motivated, with a strong results-driven approach.
- Strong prospect research and pipeline management skills.

Schools reporting on progress over 3 terms confirmed that 100% of children showed reading age increases above the expected level of progress."



- Excellent organisational and project management skills.
- Experience using CRM systems such as Salesforce.
- Competent user of Microsoft Office applications.

Personal Qualities

- Confident approaching and engaging new prospects.
- Comfortable working towards income targets.
- Passionate about improving children's literacy and aligned with Schoolreaders' values.
- Collaborative team player with a positive and flexible attitude.

Desirable

- Corporate fundraising experience within the charity sector.
- Experience securing Charity of the Year partnerships.
- Experience of sponsorship sales, business development, corporate account acquisition or partnership management in a commercial environment.
- Experience developing employee engagement and workplace fundraising programmes.
- Experience using Canva and presentation design tools.

Terms of employment

Position:	Corporate Partnerships Manager (New business)
Reporting to:	Head of Fundraising
Salary:	£40,000 full time equivalent (£32,000 - actual based on 4 days a week)
Location:	Hybrid or remote. Home-based would require a minimum of once per month to the Bedford Office
Hours:	30 hours (4 days/week)
Annual leave:	25 days + bank holidays + paid day off for your birthday (pro rata for PT staff)
Pension:	8% total contributions (5% employee and 3% employer)

Any other benefits: Access to a free 24/7 support service providing legal, financial, emotional, and medical advice | A positive, supportive working environment which actively supports a healthy work-life balance | Charity away days and social events | Free parking and on-site facilities such as a canteen.

How to apply

Please provide a CV detailing your skills and experience and a supporting statement outlining how your experience matches the person specification and why you are the right person for the job. We recognise that some of your experience may be from unpaid roles as well as paid employment – please include any voluntary work if it helps to show why you are the right candidate for the job.

At PSR we do understand that Artificial Intelligence platforms can be a useful tool in assisting with research for an application, however we request that your supporting statement is not written using AI to ensure that your authentic voice and communication style is present. Any personal statements found to be AI generated will be discounted and a new version requested in order to progress an application.

Please email your supporting statement and CV to **info@pollysymondsonrecruitment.co.uk** quoting ref: **2671**

Application deadline: **28th October**

Please note that we encourage swift applications as this role may close early if we find a wonderful fundraiser!

Initial interviews with Polly Symondson Recruitment will take place online on **2nd November**

Shortlisted candidates will be invited to an interview on **Wednesday 9th November**

We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.

Schoolreaders, in compliance with the Equality Act 2010, will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourages applications from these candidates. If you need any reasonable adjustments please contact Polly Symondson Recruitment on 01242 691683. We guarantee to offer an interview to those with a disability who meet the minimum criteria.