



## JOB PROFILE: HEAD OF STRATEGIC PARTNERSHIPS

Role:	HEAD OF STRATEGIC PARTNERSHIPS	Date profile last reviewed:	December 2025
Name:		Reports to:	Director of Fundraising

### MAIN SUMMARY OF ROLE:

The purpose of this role is to lead the Fund's Strategic Partnerships function, developing and delivering a commercially-minded, Social Value-driven partnership strategy across Defence, aerospace, engineering, technology and other aligned sectors. This role is responsible for securing and growing high-value, multi-year partnerships including commercial, sponsorship and Social Value opportunities that generate significant financial and organisational benefit for the RAF Family.

### KEY ACCOUNTABILITIES/RESPONSIBILITIES:

#### **Strategic Leadership & Income Growth**

- Lead the development and delivery of a strategic, commercially-minded partnership strategy that secures significant multi-year income across Defence, aerospace, engineering, technology and other aligned sectors.
- Achieve and exceed ambitious income targets across Social Value, commercial partnerships, sponsorship, in-kind value and philanthropic support, both individually and through the team.
- Create and implement sector-specific partnership plans, ensuring the Fund becomes the charity partner of choice for Defence primes and supply-chain organisations.

#### **Social Value & Commercial Partnerships**

- Develop and lead the Fund's Social Value offer, positioning the Fund within MOD and wider public-sector procurement frameworks.
- Support corporate bid teams to integrate the Fund's wellbeing, youth, mental-health and community outcomes into tender submissions to improve their Social Value scoring.
- Identify and develop commercially viable partnership products (e.g. programme sponsorships, corporate membership, paid-for wellbeing or youth interventions, innovation pilots).
- Assess the commercial viability, risk and long-term potential of partnership opportunities, ensuring alignment with organisational strategy.

#### **Relationship Management & New Business Development**

- Build, steward and grow a portfolio of high-value, strategic corporate partnerships, securing six- and seven-figure, long-term commitments.
- Lead proactive new-business development targeting Defence primes, Tier 1/Tier 2 suppliers, aviation and engineering companies, and technology/ESG-driven corporates.
- Ensure excellent stewardship and high organisational visibility across all partners, deepening engagement and maximising lifetime value.

#### **Team Leadership & Cross-Organisational Influence**

- Provide leadership, coaching and accountability for the Strategic Partnerships team, setting clear expectations and enabling high performance.
- Work collaboratively across Welfare, Strategy & Impact, Communications, Finance and RAF Engagement teams to design compelling partnership propositions grounded in evidence and beneficiary outcomes.
- Represent the Director of Fundraising where required, including senior-level internal and external engagement.

**Insight, Innovation & Market Leadership**

- Maintain strong awareness of developments in Social Value policy, MOD procurement, ESG, Defence industry trends and corporate partnership innovation, and translate these into actionable strategy.
- Use data, impact reporting and insight to shape partnership offers and demonstrate value to corporate partners.
- Help position the Fund as a sector leader in Defence-sector Social Value, strategic corporate engagement and wellbeing impact.

**Governance & Other Responsibilities**

- Act as Designated Safeguarding Lead for the Strategic Partnerships team.
- Ensure partnership activity aligns with RAFBF's values, strategic objectives and long-term financial sustainability.
- Undertake any other duties within the scope of the role as required by the Director of Fundraising.

COMPETENCIES REQUIRED FOR THE ROLE	
Essential	Desirable
<ul style="list-style-type: none"><li>• Delivering results and meeting customer expectations</li><li>• Persuading and influencing senior stakeholders</li><li>• Planning and organising</li><li>• Formulating strategies and concepts</li><li>• Presenting and communicating information</li><li>• Leading and supervising</li><li>• Entrepreneurial and commercial thinking</li><li>• Relating and networking</li></ul>	<ul style="list-style-type: none"><li>• Analysing</li><li>• Writing and reporting</li><li>• Coping with pressure and setbacks</li><li>• Following instructions and procedures</li><li>• Understanding of Social Value, ESG or procurement frameworks</li></ul>
QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE	
<b>Academic or Professional Qualifications (or equivalent):</b>	
Essential	Desirable
<ul style="list-style-type: none"><li>• Professional experience.</li></ul>	<ul style="list-style-type: none"><li>• Qualification in Fundraising or a related discipline</li><li>• Educated to degree level</li></ul>
<b>Knowledge/ Experience:</b>	
Essential	Desirable
<ul style="list-style-type: none"><li>• A demonstrable track record of achieving significant income or partnership results, with evidence of exceeding targets or delivering step-change growth.</li><li>• Senior-level experience in corporate partnerships, commercial partnerships, business development or Social Value/ESG-driven relationships, ideally gained in a complex or multi-stakeholder environment.</li></ul>	<ul style="list-style-type: none"><li>• Experience of financial management, forecasting and budget oversight.</li><li>• Knowledge of Social Value, public-sector procurement, or Defence-industry partnership models.</li><li>• Experience working with or within Defence, engineering, aviation, technology or infrastructure sectors.</li><li>• Experience developing commercial propositions (e.g., sponsorship, paid services, co-funded programmes).</li></ul>

- Experience developing and delivering strategic plans that drive income, influence and long-term partnership value.
- Experience managing senior external stakeholders (e.g., CSR/ESG, procurement, HR, bid teams, C-suite).
- Strong understanding of how to build compelling partnership propositions grounded in organisational impact and commercial objectives.

**Skills/Abilities:**

Essential

- Strong people management and leadership skills, with the ability to build a high-performing team.
- Ability to influence and negotiate confidently with senior stakeholders (including corporate, procurement, ESG and Defence-sector leaders).
- Excellent communication skills, with the ability to articulate complex ideas clearly in writing and in person.
- Demonstrates credibility, sound judgement and the ability to inspire confidence internally and externally.
- Ability to build effective cross-organisational relationships and work collaboratively across functions to shape partnership propositions.
- Ability to think strategically while managing multiple priorities in a fast-moving environment.

Desirable

- Ability to develop compelling commercial or Social Value-driven partnership propositions.
- Ability to interpret data, insight and impact evidence to strengthen cases for support.
- Ability to navigate complex corporate environments, including Defence, engineering, aviation or technology sectors.

**Other Requirements:**

- Ability to work outside of office hours and country-wide travel.
- To carry out any other duties that is within the scope of the job as requested by the Director of Fundraising.

**Signature**

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: