

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

<ul style="list-style-type: none"> • 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. 	
<p>Skills/Abilities:</p> <p style="text-align: center;"><u>Essential</u></p> <ul style="list-style-type: none"> • 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. 	<p style="text-align: center;"><u>Desirable</u></p> <ul style="list-style-type: none"> • 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.
<p>Other Requirements:</p> <ul style="list-style-type: none"> • 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: