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**Strategic Partnerships Manager**

**Job Description and Person Specification**

**Purpose of the Role**

Unforgettable Experiences is at the start of a very exciting journey. We have designed, developed, and piloted a new innovative service to support older people with mental health issues, dementia and neurological conditions and their carers to improve their emotional wellbeing, stimulate cognition and enhance quality of life. We do this by providing personalised care and technical support to help older people to engage in live, creative, and interactive artistic sessions online.

We are looking for an energetic, highly motivated individual with a can-do attitude who enjoys networking and establishing relationships. Our ideal candidate will be bright, enthusiastic who is full of ideas and contacts in health and social care who can help us to build strategic relationships with key targeted partners.

**Main Responsibilities**

* Drive referrals, sales and growth of the organisation through a passion for and understanding of Unforgettable Experience’s services and the benefits we offer.
* Identify and source partnership opportunities through inbound lead follow-up and outbound cold calls, emails, and client visits.
* Research partners, identify key players and generate interest.
* Work alongside the CEO and marketing department to align internal goals and develop common strategies regarding new and existing partnerships.
* Build and maintain successful partnerships with professionals working in health and social care to encourage referrals to our services and their organisations.
* Build and maintain successful relationships with commissioners working within health and social care.
* Prepare proposals and deliver presentations.
* Negotiate and finalise deals to secure contracts and generate income to drive organisational growth.
* Create a systematic, process driven approach to partner outreach and relationship management. Use Pipedrive CRM system to record and manage customer referrals pipeline and commissioning opportunities.
* Deliver a great experience to our partners when working with our organisation – you will represent our brand and be our partners’ liaison internally.
* Forecast, measure, and report on results, adjusting approach in response to findings.
* Prepare monthly management reports and attend the Board of Directors meeting as and when required.
* Work within and adhere to Unforgettable Experiences policies and procedures.
* Perform other related duties as and when required by the role.

**Person Specification**

**Skills and Experience – Essential**

* Passionate about supporting older people with mental health issues, dementia, neurological conditions and their carers and have an understanding of how arts, cultural and heritage activities can be used positively to improve emotional wellbeing and quality of life.
* Previous experience of working as a Strategic Partnerships Manager or similar role with strong networks in health and social care.
* Knowledge and understanding of working in health and social care.
* BA/BSc in marketing, communications, similar relevant field or equivalent experience.
* Outstanding communication and interpersonal skills with a proven track record of building and maintaining strong relationships.
* Excellent written and presentation skills.
* Strategic thinker who can think ‘out of the box’.
* Aptitude for networking.
* Great at multitasking, flexible and adaptive approach.
* Goal orientated and pays attention to detail.
* Strong planning and organisational skills.
* Good working knowledge of IT including Microsoft Office 365 and CRM systems (Pipedrive and Upshot) with the ability to use and learn new technology to achieve work objectives.
* Ability to work effectively in a small team.