

Corporate Partnerships Executive

About Us

Rowans Hospice is a charity that provides free care and support to adults and their families living in the Portsmouth and South East Hampshire region who have a life-limiting illness. Established in 1994, our income is generated by ongoing support of the local community, donations, legacies, fundraising and through our retail shops.

Many people think that hospices are all about dying, but through our many different services, we support people to live as well as they can with their illness. From the moment of diagnosis through to bereavement support. Our Living Well Services put an emphasis on living with a life-limiting illness and patients and carers can drop in and gain advice and support to maintain individuals' resilience.

The Hospice is also supported by an assembly of volunteers, from various backgrounds and ages who are crucial in supporting the teams to ensure people live well to the end of their life and attain a good death within a caring and compassionate environment.

Our Values (THRIVE)



Trusting others to keep their commitments. Creating a safe environment for colleagues, partners and service users. Trusting colleagues as competent in their field



Being open when things don't go well, and seeing these as opportunities to improve. Creating loyalty through integrity and transparency. Fairness and openness in how we treat one another



Respecting others' opinions, and strengths that are different to our own
Operating with dignity, humility and compassion in all we do
Respecting confidentiality and boundaries within our work



Increasing our reach of care through working collaboratively and raising the impact of our work. Ensuring all our actions have a positive outcome for patients and colleagues. Understanding the emotional toll that our work has on each other



Recognising and acknowledging achievements, and celebrating success
Investing the time in each other to share stories and experiences
Celebrating the value we bring to our community, and how important our community are to us



Embracing change and innovation, staying relevant to meet the population need and communities we don't reach. Being committed to developing ourselves and creating an environment for progression
Commitment to changing at a sustainable pace, communicating our direction and plans

Your Role

The Corporate Partnerships Executive role will work across the Fundraising Department and Rowans Income Generation Service, which are led by the Head of Fundraising & Marketing who are responsible to the Director of Income Generation. The role is based at Rowans Hospice, Purbrook.

Job Purpose

We are seeking a dynamic and results-driven Corporate Partnerships Executive to play a crucial role in driving corporate partnerships and securing new business opportunities to support the charity's income. The ideal candidate will have strong networking skills, a passion for charitable work, and the ability to create lasting partnerships with internal and external stakeholders

Key Working Relationships

Internal

Director of Income Generation, the Head of Fundraising & Marketing, the Fundraising & Marketing teams, Rowans Hospice staff and volunteers.

External

Donors and supporters, the general public and local businesses

Key Areas of Responsibility / Key Accountabilities

Corporate Fundraising & Partnerships

- Work with the Head of Fundraising and Marketing to develop and implement strategies to engage businesses and secure corporate sponsorships, donations, and partnerships.
- Create and manage a pipeline looking at different opportunities for corporate supporters and implementing excellent supporter journeys.
- Identify and approach potential corporate partners to establish long-term relationships.
- Manage existing corporate partnerships, ensuring continued engagement and support.
- Secure Corporate sponsorship for Hospice-led events.
- Work collaboratively with wider members of the Income Generation Directorate to maximise opportunities e.g. Voluntary services, Retail, Supporter Care and Marketing.
- Secure Gift in Kind support.

Relationship Building & Networking

- Cultivate strong relationships with local companies and business networks.
- Represent the hospice at business networking events, corporate meetings, and fundraising activities.

Fundraising Campaigns & Events

- Develop corporate fundraising campaigns, sponsorship packages, and engagement opportunities.

- Support businesses in planning their own fundraising activities on behalf of the hospice.

Marketing & Communications

- Work with the marketing team to create compelling proposals, presentations, and promotional materials for corporate partners.
- Ensure recognition of corporate donors through social media, newsletters, and events.
- Maintain accurate records of corporate donations and partnership agreements.
- To actively support and promote the benefits of RH to all our stakeholders.

Reporting & Performance Tracking

- Set and monitor fundraising targets, providing regular reports on performance and impact.
- To ensure the Fundraising CRM is updated to a high standard of accuracy and all corporate fundraising activity is recorded.
- To agree annual donation budgets with the Director of Income Generation and Head of Fundraising and Marketing.
- Lead and produce financial and operational reports as appropriate.

Application

- This role requires a great deal of flexibility; the post holder must be able to work to the needs of the Fundraising Department including evenings and weekends.
- To operate in a team-working environment, sensitive to both individual and organisational needs

General Responsibilities

- Uphold and embody the values, vision, and aims of Rowans Hospice— demonstrating trust, honesty, respect, impact, value, and a commitment to continually evolve.
- Additional Duties – In discussion with the Head of Fundraising to undertake work, as and when required, in support of the Rowans Hospice as an organisation.
- Public Relations – To represent the Rowans Hospice in the community and public domain including Social Media, appropriately.
- Undertake all statutory and mandatory training, as required
- This job description is an outline of the role and responsibilities. From time to time, due to the needs of the service, we may ask you to flexibly undertake other duties that are consistent with your role and banding, including project work, internal job rotation and absence cover.

Person Specification

Factors	Essential	Desirable	Assessment Method
Qualifications / Training	Maths and English GCSE or equivalent	Fundraising Qualification	Application Form

			Pre-employment checks Interview
Previous Experience	<ul style="list-style-type: none"> • Proven experience of prospect management • Proven experience of winning new business • Proven experience of effective supporter/customer stewardship • Proven experience of effective account management • Independently generating income or working towards targets • Experience of using databases / CRM System • Establishing and maintaining good relationships with internal and external stakeholders • Working collaboratively as part of a team 	<ul style="list-style-type: none"> • Experience using a fundraising CRM, such as Donorflex, Raiser's Edge, etc. • Ability to use Excel or other data analysis tools to support reporting • Charity fundraising experience especially Corporate or Events fundraising or experience working in CSR/ Business Development or similar • Working with Volunteers • Experience of public speaking 	Application Form Interview References
Knowledge and Skills	<ul style="list-style-type: none"> • Ability to work on own initiative and seek support and advice from line manager and peers in other hospices as support • A persuasive and natural communicator who is able to present and talk passionately and appropriately about the Hospice • A solutions-focussed, creative problem solver • An ability to set priorities and meet deadlines. • Excellent written and verbal communication skills • Ability to engage people from a wide range of different audiences • Good knowledge of MS Office products 	<ul style="list-style-type: none"> • Some knowledge of fundraising regulations and best practices (e.g., Gift Aid, Fundraising Code of Practice) • Basic marketing and communications skills to support donor outreach 	Application Form Interview

	• Awareness of GDPR and data protection when handling donor information		
Behaviours	To operate with a team-based approach where Income Generation is recognised as a cohesive service to the Charity Ability to handle enquiries professionally and empathetically, ensuring positive, impactful supporter experiences	Passion for charitable giving and community engagement. A proactive, self-motivated approach to work and problem-solving	Interview
Other	Full driving licence and use of own car Flexibility to support fundraising activities, including some evening and weekend work		Application Form Interview

Other

Undertake any duties, which may be reasonably required within the scope of the role.

Please note that this job description is not exhaustive, and you may be required to undertake other duties, which are broadly in line with the above key responsibilities.

Rowan's Hospice is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow our Code of Conduct and comply with policies and procedures. They must also undertake specific training and assume responsibility for safety relevant to specific roles.

Reviewed by:	Yvonne Penny-Filewod	Date:	29 th June 2026
Signed by employee:		Date:	