

## Job Description

<b>Job Title:</b>	Strategic Partnerships Manager
<b>Reporting to:</b>	Head of Development & Partnerships
<b>Grade:</b>	Managerial/Specialist
<b>Team:</b>	Development
<b>Group:</b>	Visitor and Commercial Development

### **ABOUT THE RAF MUSEUM**

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites in London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

Underpinning everything that we do, the Museum has three overarching commitments that inform our insight, business planning and strategy development, these are our:

- **Equity, Diversity and Inclusion Commitment** – we believe that everyone has the right to live without fear or prejudice regardless of race, age, gender, disability, sexual orientation, social class, religion and belief. We aim to embed a supportive and open culture which is inclusive, positive and fair to all, develop flexible opportunities to encourage engagement with the Museum

onsite, offsite and online and celebrate differences.

- **Sustainability Commitment** - we are in a climate emergency, and we are committed to addressing this crisis through our operation and with our audiences. We will operate in an environmentally sustainable way, applying the principles of sustainable development for the benefit of current and future generations, both locally and globally.
- **Health & Wellbeing Commitment** – we are committed to creating an environment where health and wellbeing are actively promoted, where people feel engaged and valued for their contribution. We aim to create a health promoting workplace where people can be themselves, feel their best and perform at their best, so we can deliver an exceptional experience for our visitors.

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

This role is part of the Visitor and Commercial Development Group reporting to the Director of Visitor and Commercial Development. The Visitor and Commercial Development Group comprises: Development, Retail and Admissions, Visitor Experience, Catering and Events, Communications and Marketing. We are responsible for ensuring our visitors receive the very best day out at the Museum and that every element of the visitor experience meets our customers' needs. We also oversee the commercial development of the Museum, ensuring our offer is relevant to our visitors and contributes to the future sustainability of the Museum.

### **Purpose of the Job**

To develop, manage and deliver the Museum's Strategic Partnerships programme, encompassing corporate partnerships, high-net-worth (HNW) individuals, and key stakeholders, alongside supporting capital campaigns and revenue fundraising ambitions.

The role will work across Development to secure significant income growth, build long-term, high-value relationships, and contribute to the successful delivery of the Museum's Strategy 2030 and capital fundraising targets.

This role combines new business acquisition, partnership management, and major donor engagement to raise funds in line with agreed targets and timescales.

### **Key Role Responsibilities**

#### **Strategic Partnerships & Income Generation**

- Identify, cultivate and secure new Corporate and High Net Worth prospects through proactive pipeline development to meet income targets, ensuring the timely completion of Due Diligence on all donor prospects in line with Due Diligence policy.
- Lead on proposal development, creating compelling and tailored cases for support aligned to donor and partner interests.
- Present to and negotiate with potential donors to secure five- and six-figure gifts and partnerships.
- Play a key role in ensuring that all RAF Museum donors enjoy a positive relationship with the Museum by delivering accurate and timely donor acknowledgement and the maintenance of supporter files.
- Deliver the Museum's Corporate Membership Programme to grow annual revenue.
- Work as part of the wider Development Team to achieve collective revenue and campaign

targets.

- Support the Head of Development & Partnerships with the co-ordination of the Fundraising Board and Ambassadors meetings, ensuring that notes are shared with the board in a timely manner.
- Deputise for the Head of Development & Partnerships when necessary, at internal and external meetings and events.

## **Additional General Responsibilities**

### **Relationships**

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

### **Budgets and Resources**

- Report regularly to Head of Development & Partnerships on campaign income and expenditure producing accurate forecasts of income from all sources.
- Provide effective financial management and reporting for income lines, liaising with the Head of Development & Partnerships to provide information required for SLT, Audit, Risk and Resources Committee, Major Projects and Programmes Committee, and the Board.
- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

### **Policies and Procedures**

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- Stay up to date and comply with fundraising best practice (funding Regulator advice, Institute of Fundraising).
- Professionally challenge procedures that do not add value to the Museum.

### **Personal Responsibilities**

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.
- Be a positive influence and role model, acting with integrity and professionalism and tackling challenges in a pragmatic and collaborative manner, to bring your team and the wider staff along with you when changes and developments are being implemented.

### **General Consideration**

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You will be expected to travel to other sites, as and when the role requires it, including outside the UK.

## Person Specification:

The post holder **must** have (and be able to demonstrate) the following core/professional competencies:

<b>COMPETENCY</b>	<b>DETAILS</b>
<b>Essential technical competencies</b>	<ul style="list-style-type: none"><li>• Proven ability to build and manage strong relationships with senior stakeholders, or partners, delivering a high-quality and tailored engagement experience.</li><li>• Experience working in a target or performance focused environment with accountability for delivering income or other measurable outcomes.</li><li>• Excellent written and verbal communication skills, with the ability to develop compelling proposals and/or reports.</li><li>• The ability to analyse and interpret complex information, develop and manage a pipeline of opportunities through to successful outcomes.</li></ul>
<b>Communication &amp; Engaging People</b>	<ul style="list-style-type: none"><li>• Communicate in a straightforward manner, demonstrating respect and acting with integrity and impartiality.</li><li>• Open and inviting of the views of others and confident in constructively challenging views and proposals.</li><li>• Leads by example, acting as a role model and exemplifying appropriate behaviours and values, encouraging others to do the same and promoting a positive culture, acting promptly and appropriately when standards aren't met.</li><li>• Ensures individual contributions are maximised by an appropriate mix of coaching, development, guidance support and performance management.</li></ul>
<b>Decision Making &amp; Problem Solving</b>	<ul style="list-style-type: none"><li>• Recognises scope of own authority for decision making and empowers team members to make appropriate decisions.</li><li>• Makes decisions when they are needed, even if they prove difficult or unpopular.</li><li>• Provides advice and feedback to support others to make accurate decisions.</li><li>• Demonstrates accountability and able to make unbiased decisions.</li><li>• Displays a strong commitment to improving ways of working and generating ideas.</li></ul>
<b>Delivering Results</b>	<ul style="list-style-type: none"><li>• Displays a strong commitment delivering on own/teams' objectives.</li><li>• Pre-plans work programme for own role and teams', taking into account current and future priorities.</li><li>• Monitors own and/or team's performance against agreed outcomes and takes corrective action as necessary.</li></ul>
<b>Change, Adaptability &amp; Flexibility</b>	<ul style="list-style-type: none"><li>• Ability to flex approach to the different needs of competing work areas.</li><li>• Resilience and positivity in changing and demanding circumstances, and to manage effectively in a climate of change.</li><li>• Plays an active role in shaping and delivering organisational change and identifying lessons learned.</li></ul>

<b>Professional Excellence</b>	<ul style="list-style-type: none"> <li>• Uses specialist professional//technical expertise and operating knowledge to its fullest extent.</li> <li>• Recognises the need to refer to others' expertise and acts accordingly.</li> <li>• Pro-actively undertakes continuous professional development either within Museum or externally.</li> <li>• Engages with professional networks.</li> </ul>
<b>Strategy &amp; Leadership</b>	<ul style="list-style-type: none"> <li>• Articulates the Museum's purpose and objectives and supports the team to see their role within it.</li> <li>• Actively shares experience and knowledge with team and, where appropriate, the wider Museum to develop understanding and knowledge.</li> <li>• Confidently engages with stakeholders and colleagues at all levels, both internally and externally.</li> <li>• Motivates and provides confidence to team members, allowing them to utilise their skills and knowledge and act with relevant level of autonomy.</li> </ul>

The following are desirable:

<b>COMPETENCY</b>	<b>DETAILS</b>
<b>Additional competencies</b>	<ul style="list-style-type: none"> <li>• Experience in fundraising, partnerships, business development, account management, or client relationship roles.</li> <li>• Proven track record of securing high-value partnerships and/or donations or revenue.</li> <li>• Experience of working across multiple income streams (e.g. corporate partnerships, major donors, campaigns).</li> <li>• Experience of developing compelling cases for support and/or stewardship materials.</li> <li>• Experience of fundraising within an arts/cultural or heritage institution.</li> <li>• Understanding of the Royal Air Force and/or experience with working with or within the defence sector.</li> <li>• Familiarity with using CRM or client/donor management systems (e.g. Blackbaud Raiser's Edge or similar platforms).</li> </ul>

Date modified: 31/03/2026 Created by: Abi Betteridge

Approved by: Kam Sandhu-Patel