



everyone's family

POSITION DESCRIPTION

General Information	
Position Title:	Partnership Development Manager
Incumbent:	
Function & Team/Program:	Corporate Partnerships, Fundraising
Territory:	National
Manager's Position Title:	Senior Manager, Partnership Development
Manager's Name:	Alex Tardif
Date Prepared:	12/09/2025
Prepared By:	Alex Tardif, Senior Manager, Partnership Development
Approved By:	Tiffany Jeffs, National Manager, Corporate Partnerships

Primary Purpose of this Position (<i>In one sentence - why does the role exist?</i>)
<i>To develop strategic, purpose-driven partnerships that deliver measurable social impact, align with corporate ESG priorities, and contribute to The Smith Family's mission and revenue growth.</i>

Scope	
Direct Reports to this Position By Position Title	Indirect Reports Total Number
Nil	Nil
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
<ul style="list-style-type: none">Revenue growthSourcing of non-financial contributions that reduce organisational expenses (pro bono and in-kind)	Nil
Other Dimensions of this Position	
Based in Sydney or Melbourne, some travel may be required	

Setting Priorities (<i>how is work prioritised</i>)

How often does employee prioritise their own work?	Daily, weekly and monthly
How often does employee determine the priorities of others? E.g. Daily, weekly, monthly, annually, other	Weekly, monthly & annually Due to the nature of the position, this role will have direct impact upon the workflow of others in the organisation, including activity relating to prospecting, the development and assessment of new opportunities, budgets and finance, establishment of new project milestones and other related team planning.

Key Relationships (Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)

Internal	<ul style="list-style-type: none"> Philanthropy Group Manager National Manager, Corporate Partnerships Senior Manager, Partnership Development, Senior Manager, Corporate Partnerships Senior Manager, Projects, Insights and Engagement Partnership Development Managers Partnership Managers Corporate Partnerships Coordinator Philanthropy Communications Manager Philanthropy Operations Coordinator Communications and Marketing functional area Evidence & Impact team Volunteering team General Managers, State/ Territory Operations team Finance team
External	<ul style="list-style-type: none"> Corporates and businesses, primarily Corporate Social Responsibility (CSR) teams, Corporate Affairs and Marketing departments Relevant professional associations such as ACCSR, FIA, Pro Bono Australia

Key Decision Making in this Role (What are the key decisions and recommendations made in this role?)

Decisions Expected

Decisions related to:

- Income generation and management of individual business development and partner renewal pipeline and portfolio
- Engagement with stakeholders

Recommendations Expected

Work in collaboration to:

- Adjust focus areas as needed
- Recommendations are required for all decisions noted above

Key Responsibilities / Accountabilities (List the major areas from largest % of job to smallest)

Key focus area #1: Business Development	% of Job: 95%
Contribute to The Smith Family's objectives for revenue growth through: <ul style="list-style-type: none"> Develop a robust, sustainable qualified pipeline of warm active prospects to meet individual revenue targets; Secure new partnerships with corporates and major businesses and grow existing partnerships, to achieve agreed individual revenue targets for The Smith Family; 	

<ul style="list-style-type: none"> • Create persuasive pitch and marketing materials for proposals to prospective partners, in close consultation with internal stakeholders; • Clear communication of TSF's value proposition and partnership model; • Collaborate with the Senior Partnership Manager for timely transition of partners between Partnership Development and Partnership Management teams; • Collaborate with the Partnership Management team on developing and activating renewal and growth plans for existing partners; • Remaining abreast of new information and innovations in corporate partnerships; • Contribute to strategic projects as required. • Develop clear engagement plans for prospects, to enable onboarding • Data-driven prospecting • Co-creation of impact initiatives with partners • Digital engagement strategies (LinkedIn, virtual events) • Risk and compliance awareness (modern governance expectations) 	
Key focus area #2: Strategic alignment, financial tracking and reporting	% of Job: 5%
<ul style="list-style-type: none"> • Regularly track donations and record partner interactions through Connect and other systems as required; • Manage administration of transactions in line with set processes; • Provide regular reporting on agreed targets; and • Document and track of key activity measures. 	
Key Challenges in Achieving Goal(s): <i>(What are the key challenges faced by this role in meeting goals/objectives)</i>	
<ul style="list-style-type: none"> • Stakeholder engagement with internal and external stakeholders, with clear informed analysis of TSF opportunities • Managing stakeholder expectations • Growing corporate partnerships income • Corporate ESG scrutiny, greenwashing concerns, and competition for CSR budgets. • Economic uncertainty and shifting corporate priorities 	

Qualifications, Experience and Competencies: (What background, knowledge, experience or competencies are required to perform the role at the expected level?)

Education / Qualifications / Memberships:	Essential	Desirable
	<ul style="list-style-type: none"> Tertiary qualifications in relevant discipline e.g. business management. 	
Experience:	Essential	Desirable
	<ul style="list-style-type: none"> Five+ years' experience of active new business development, preferably in the NFP sector in a corporate partnerships function. Demonstrated experience in developing and implementing stewardship plans Experience in social or consultative solution selling Documented track record of meeting and exceeding financial targets by attracting new partners Proven experience in pitching and presenting to C-suite stakeholders or senior managers Experience with a Customer Relationship Management (CRM) database 	<ul style="list-style-type: none"> Experience and knowledge of marketing and communications principles and practice Use of AI tools for research and engagement Skilled tender and proposal writer
Competencies:	Essential	Desirable
	<ul style="list-style-type: none"> Strong ability to think strategically and tactically Ability to thrive in fast-paced environment, comfort with ambiguity and excellent interpersonal skills Outstanding application of fundraising practice and stewardship techniques Strong relationship building and networking skills Ability to demonstrate alignment of The Smith Family goals in conjunction with the prospective partners' goals to build sustainable partnerships which are mutually beneficial Broad-based knowledge of corporate giving and community involvement Advanced knowledge of Microsoft Office suite, in particular PowerPoint and Excel Commitment to professional learning and knowledge sharing 	<ul style="list-style-type: none"> Competency with Microsoft Dynamics CRM Collaborative, dynamic team player