



# **POSITION DESCRIPTION**

## PARTNERSHIPS MANAGER

# Position Description

<b>Job Title</b>	Partnerships Manager
<b>Reports To</b>	Partnerships and Revenue Director
<b>Type of Position</b>	Full Time
<b>Location</b>	R U OK? operates a hybrid environment with 2-3 days per week in our Barangaroo Sydney office and the remainder working from home.
<b>Qualifications, skills and experience required</b>	<ul style="list-style-type: none"> <li>• At least 3 years management experience managing and growing corporate partnerships, sponsorships or key business relationships</li> <li>• Ability to manage and negotiate multiple partnership deliverables and agreements</li> <li>• Proven and strong relationship management skills</li> <li>• Proven and strong reporting and budget management skills</li> <li>• Proven and strong communication and presentation skills</li> <li>• Experience identifying and cultivating new funding partner/ sponsor/ client relationships</li> <li>• Commerically minded and collaborative, with the ability to balance revenue objectives with organisational mission and values</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience in public health promotion or NFP</li> <li>• An interest and passion for suicide prevention</li> </ul>

## Primary Purpose

This dynamic and varied role is responsible for managing and growing R U OK?'s portfolio of corporate partners and supporters, with a strong focus on driving revenue and stewarding long-term strategic partnerships.

Reporting to the Partnerships and Revenue Director, the Partnerships Manager is accountable for revenue generation, partner engagement, stakeholder management and lead generation support. The role requires a proactive, relationship-focused professional who thrives in a fast-paced environment and is motivated by delivering meaningful impact.

Success in this role relies on building high-quality relationships, achieving revenue and partnership objectives, and maintaining the strong reputation of R U OK? through exceptional stakeholder engagement, delivery excellence, attention to detail and balancing mission with revenue decisions.

The Partnerships Manager works collaboratively across the Revenue team, alongside Merchandise and Fundraising, to deliver sustainable growth and maximise organisational impact.

<b>Key Performance Indicators</b>	<b>Measures</b>
<ul style="list-style-type: none"> <li>• Partnerships and Revenue Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Seeking and nurturing of strategic opportunities for key target markets and industry</li> <li>• Lead generation and identification of partnership pipeline</li> <li>• Negotiating and developing partnership contracts</li> <li>• Number and value of partnerships renewed and secured</li> </ul>
<ul style="list-style-type: none"> <li>• Partnership Performance</li> </ul>	<ul style="list-style-type: none"> <li>• Successful delivery of partnership commitments</li> <li>• Partner satisfaction and retention</li> </ul>

	<ul style="list-style-type: none"> <li>• Mission and brand integrity across all partnerships</li> </ul>
<ul style="list-style-type: none"> <li>• Effective Account Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strong diary management, timely meeting notes, presentation preparation and communication excellence</li> <li>• Identify and execute Partnership opportunities as they arise</li> <li>• Provide reports as required</li> </ul>
<ul style="list-style-type: none"> <li>• Stakeholder Engagement and Brand</li> </ul>	<ul style="list-style-type: none"> <li>• Quality partner and stakeholder feedback</li> <li>• Maintain R U OK? reputation as a leading charity in the mental health and suicide prevention space</li> <li>• A friendly and approachable point of contact</li> <li>• Representing R U OK? at events and conferences</li> <li>• Perception of the organisation as accessible, trusted and values-led.</li> </ul>
<ul style="list-style-type: none"> <li>• Team Leadership and Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Cross functional collaboration to deliver partnership benefits</li> <li>• Active contributor to weekly team WIPS</li> <li>• Input into Board reports</li> <li>• Championing partners internally and keep broader team abreast of relevant updates</li> </ul>

## Responsibilities

### Partnerships

- Build, secure and grow a diverse partnership portfolio
- Support and manage contract negotiation and partnership development
- Deliver partnership commitments and ensure high-quality execution
- Maintain strong, friendly and proactive relationships with partners

### Stakeholder Engagement & Representation

- Represent R U OK? at events, forums and partner engagements
- Act as a spokesperson where required
- Build strong internal and external relationships to support our mission

### Cross-functional Collaboration

- Work closely with Marketing, Programs, Community, Events and the Community Ambassador Program
- Support delivery of campaigns, activations and partnership initiatives
- Champion CRM (Salesforce) usage and data integrity

### Selection Criteria

- Demonstrated success in revenue generation, account management and stakeholder engagement.
- Proven ability to develop and maintain high-quality customer and partner relationships.
- Proactive and results-oriented, with the ability to identify, pursue and capitalise on new opportunities.
- Strong project management skills, with experience delivering outcomes on time and within budget.
- Experience managing budgets, financial reporting, forecasting, invoicing, and contractual

- documentation.
- Highly organised, with the ability to manage multiple priorities in a fast-paced environment.
  - Excellent written and verbal communication, presentation and influencing skills.
  - Strong digital literacy, including experience with CRM systems (Salesforce experience desirable).
  - Commercially minded, with the ability to balance revenue objectives with a purpose-led mission.
  - Collaborative and adaptable, with a willingness to contribute within a small, high-performing team.
  - Willingness to travel and represent the organisation with a range of stakeholders and audiences.