



Role Description

Job Title:	Partnership and Sponsorship Manager
Reports to:	Chief Executive
Line reports:	N/A
Contract terms:	Full time
Salary	£50,500
Location:	London-based, with hybrid working

The Royal College of Ophthalmologists (RCOphth) is a membership organisation and the voice of the profession, with over 4,500 members in the UK and overseas. Our role is to champion the specialty, set standards of training and practice, and influence change to make a difference to the lives of patients with eye conditions.

Job Purpose

We work with a wide range of stakeholders to provide initiatives designed to support our diverse membership. This is a great opportunity for you to play a leading role in the development and delivery of our sponsorship strategy, working across the organisation to ensure the success of initiatives with external partners, including a large exhibition and high-value sponsorship packages at our annual congress. The post combines account management, relationship-building and project management, and you will be a central contact for external partners and have oversight of key College relationships.

Main responsibilities

Sponsorship and partnerships

- Review and update the sponsorship strategy and delivery plans to attract new commercial partners to achieve target incomes, based on annual congress feedback survey and insights from key stakeholders
- Attend specialised conferences to stay abreast of the changes and trends in the sponsorship and exhibition at events to identify new ways of maximising income, especially around digital delivery
- Work collaboratively with colleagues to maximise new approaches to sponsorship offers and travel to internal and external events and conferences to reach key stakeholders
- Meet with representatives from each organisation currently sponsoring any activity at the College, and keep a record of feedback. Research and reach out to new key stakeholders
- Ensure that all sponsorship, exhibition and partnership activity is aligned with our strategic plan
- Design and develop the sponsorship and exhibition opportunities for our four-day annual congress in the spring
- Design and price sponsorship opportunities for on-site and digital experiences, including our annual congress, regional events, workshops, webinars, admissions ceremony, exams programme, *College news* advertising, and the National Ophthalmology Database Audit (NOD) sponsorship
- Work with digital platforms to ensure delivery on digital sponsorship and advertising

- Ensure sponsorship and exhibition agreements are formalised, signed and invoiced in a timely manner

Annual Congress exhibition management

- Work with an external consultant to develop the online floorplan and online exhibition management system (we currently use ExpoFP and Ffair)
- Negotiate with interested parties, and amend the floorplan if needed
- Work collaboratively with internal teams and external stakeholders including venue representatives, health and safety consultant and shell scheme provider to confirm all technical information for the development, build, delivery and break down of the exhibition
- Review and manage all contractual agreements and booking forms for each exhibitor and sponsor

Planning and timetabling

- Identify, develop and manage relationships with commercial and non-commercial partners to ensure a mutually beneficial relationship
- Respond to project proposals from external partners, making sure there are clear objectives, working with the appropriate committee, negotiating contractual agreements and agreeing internal plans with colleagues to deliver the projects
- Identify and develop strategic opportunities within the College for potential commercial and non-commercial partners, including for our audit programme, journal and communication channels
- Research and gather intelligence about the pharmaceutical industry to advise colleagues on the market
- Provide advice and guidance to internal and external colleagues as to how to achieve the most successful outcome through partnership opportunities
- Produce and maintain policy and procedure to ensure ethical and transparent ways of working with our commercial and non-commercial partners, including compliance with the ABPI code of practice
- Ensure all projects are executed in line with College procedures and governance

Financial management

- Produce accurate annual budgets and forecasts for sponsorship and partnership income
- Work with the finance team to ensure that accurate invoices are raised and paid
- Achieve or exceed financial targets by managing resources within agreed budget and ensuring value for money in delivering initiatives

To undertake other duties as required:

- Undertake any other reasonable duties as required by the Chief Executive
- Working outside normal hours may also be required from time to time on key projects
- Overnight stays will be necessary during annual congress, and other internal and external events and activities

Inclusion and Diversity statement

RCOphth is committed to encouraging inclusion, equity and diversity among our staff, and eliminating unlawful discrimination, harassment and victimisation by complying with the Equality Act 2010. We want a working environment where individual differences and the contributions of all staff are recognised and valued. To do this, we will proactively tackle discrimination and disadvantage and ensure that no individual or group is directly or indirectly discriminated against for any reason. We expect all employees to champion and live our values through their work at every opportunity.

Our values are:

Inclusion

- ✓ actively welcoming a diversity of experiences and perspectives
- ✓ everyone being respected and encouraged to participate regardless of their background or role

Integrity

- ✓ being open and honest, demonstrating accountability in all its work
- ✓ evidenced-based and transparent decision-making, utilising a range of data, information, expertise and experience

Innovation

- ✓ creating novel opportunities to advance and deliver on its aims, anticipating changing circumstances
- ✓ actively welcoming fresh ideas and approaches
- ✓ fostering a climate of ambition and excellence drawing on expertise from across the College's communities

Improvement

- ✓ being a learning organisation, reflecting on both successes and mistakes
- ✓ continuous and sustainable development across all its activities

Person specification

	Criteria
Knowledge, Qualifications and Experience	<ul style="list-style-type: none"> • Experience of developing partnerships with both commercial and not-for-profit organisation, including understanding of ABPI code of practice
	<ul style="list-style-type: none"> • University degree or equivalent
	<ul style="list-style-type: none"> • Experience of designing exhibition space for large events
	<ul style="list-style-type: none"> • Experience of marketing plans for partnership opportunities, negotiating and managing contracts
	<ul style="list-style-type: none"> • Knowledge of IT systems – including CRM and online conference platforms
	<ul style="list-style-type: none"> • Experience of delivering against challenging performance targets, and of managing others to do so
Skills and Abilities	<ul style="list-style-type: none"> • Account and relationship management skills
	<ul style="list-style-type: none"> • Project management and budgeting skills
	<ul style="list-style-type: none"> • Ability to manage often conflicting demands within tight timeframes
	<ul style="list-style-type: none"> • Ability to write persuasive copy/pitches to inform sponsorship marketing materials
	<ul style="list-style-type: none"> • Ability to work collaboratively across the organisation and build positive relationships with multiple stakeholders
Personal Qualities (Attributes)	<ul style="list-style-type: none"> • Ability to understand key issues within the membership sector and ophthalmology specialty and talk confidently about these
	<ul style="list-style-type: none"> • Strategic and creative thinker with an interest in identifying and delivering opportunities through technology
	<ul style="list-style-type: none"> • Sound interpersonal and communication skills
	<ul style="list-style-type: none"> • Commitment to equity, diversity and inclusion and understanding of how this applies to own area of work
	<ul style="list-style-type: none"> • Committed to own continuing professional development

Staff benefits

We offer a friendly and supportive working environment and make sure our employees are well looked after with a great benefits package, which includes:

Work life balance and family friendly benefits:

- Hybrid working (2 days in the office, 3 from home)
- 25 days of annual leave, increasing to 30 days with length of service (plus bank holidays and office closure between Christmas and New Year)
- One day of paid leave to move house
- Enhanced parental leave

Planning for your future:

- Employer pension contributions up to a maximum of 12%.

Career development

- All staff are offered opportunities for learning and development, in addition to a comprehensive e-learning package
- Study loans

Travel

- Season ticket loan
- Cycle to work scheme

Wellbeing

- Summer Fridays (staff can finish 90 minutes early from mid-July to the end of August)
- Enhanced Employee Assistance Programme (with access to free counselling sessions)
- Health Cash Plan

How to apply

Please submit your CV (maximum 2-pages) and a covering letter (maximum 1 page) to staff.vacancies@rcophth.ac.uk. The cover letter must explain what makes you suitable for the role. Please use the role description and person specification for reference.

Interviews will be held at our offices in London between 10-12 February. Please indicate if you are likely to need any reasonable adjustments to successfully complete this interview.

Applicants must already have the right to work within the UK without restriction. Only shortlisted candidates will be contacted.

The closing date for applications is **3 February**.