



Job Title: Head of Partnerships

Location: London//hybrid working – 2 days a week in office

Working Hours: 40 hours per week, (may include some evenings and weekends as required)

Contract type: Permanent

Annual leave: 31 days pa plus bank holidays

Accountable to: Director of Fundraising

Salary: £51,840 plus £1,500 London Weighting (if applicable) per annum pro rata

About Nordoff and Robbins

We stand for music and believe in the value of music for all people in our society. Every day we use the power of music to enrich the lives of people affected by life-limiting illness, trauma, isolation, social exclusion or disability. Our goal is to bring more people together through the power of music. To achieve this, we need to grow and diversify our income through innovative and sustainable fundraising. We are looking for an ambitious and relationship-focused fundraiser who shares our belief in the power of music. This role is your chance to help us achieve our ambitious goal of transforming more people's lives through music.

Our culture

At Nordoff and Robbins everyone has a role to play in building and nurturing our inclusive culture. If you join our team, you will be encouraged to be yourself and we want everyone to feel a sense of belonging.

We offer:

- Flexible working, with a minimum two days in our North London Office
- Salary sacrifice benefits including cycle to work.
- Employee Assistance Programme
- A true People First charity with training and career development as part of our core.
- An inclusive culture where you will feel a sense of belonging and lots of music!

Our Fundraising team:

The Fundraising team at Nordoff and Robbins plays a vital role in enabling the charity to deliver life-changing music therapy to people of all ages across the UK. As the largest music therapy charity in the country, Nordoff and Robbins relies on a diverse and sustainable income base, and the fundraising team is at the heart of securing the voluntary support that makes this work possible.

The team leads on a broad portfolio of income streams, including philanthropy (major donors, mid-level donors, private trusts, individual giving and legacy giving), corporate partnerships, special events, community fundraising, and strategic partnerships within the music and entertainment industries. Working collaboratively and strategically, the team builds meaningful,

long-term relationships with supporters who share the charity's belief in the power of music to transform lives.

A strong culture of relationship fundraising underpins the team's approach. Fundraisers work closely with colleagues across music therapy services, communications, and senior leadership to develop compelling cases for support that clearly demonstrate impact. By aligning donor motivations with organisational priorities, the team ensures supporters experience a personal, transparent, and inspiring journey with the charity.

The Fundraising team is also central to delivering Nordoff and Robbins' Income Generation strategy and long-term growth plans. Through innovation, insight-led decision making, and a commitment to best practice, the team is focused on increasing sustainable income, deepening supporter engagement, and building long-term philanthropic investment. Their work not only secures essential funding for today's services but also strengthens the charity's resilience and ambition for the future.

About the Role – Head of Partnerships

The Head of Partnerships will play a pivotal role in delivering sustainable income growth and advancing the charity's long-term ambitions, creating innovative collaborations that deliver significant financial and strategic value to the charity.

Central to this role is the development and management of a diverse portfolio of corporate partners, music industry organisations and commercial stakeholders. The Head of Partnerships will build and nurture long-term relationships with businesses, brands, and other strategic organisations, aligning their commercial objectives, corporate responsibility ambitions and brand values with the charity's mission. Through tailored partnership strategies, compelling propositions and exceptional account management, the postholder will create meaningful collaborations that maximise income, deepen engagement and deliver long-term, mutually beneficial partnerships.

This role is integral to the successful delivery of the charity's Income Generation Strategy and long-term growth plans. By strengthening existing partnerships while securing new strategic collaborations, the Head of Partnerships will diversify and grow sustainable income, increase the charity's profile and influence across the corporate and music sectors, and develop innovative partnership opportunities that support the organisation's future ambitions. The postholder will lead on identifying new business opportunities, negotiating high-value sponsorship and partnership agreements, and delivering industry leading stewardship to ensure excellent partner retention and long-term investment.

Role Responsibilities

- Develop and deliver the charity's corporate partnership strategy, driving sustainable income growth through the acquisition, retention and growth of high-value strategic partnerships.
- Manage and grow a portfolio of corporate partners, sponsors and music industry organisations, securing significant multi-year partnerships and sponsorship agreements that meet and exceed annual income targets.

- Identify, cultivate and secure new partnership opportunities across the corporate sector, music industry, entertainment, technology, media and other aligned industries, building a strong pipeline of prospective partners through research, networking, referrals and strategic relationship management.
- Build and maintain long-term relationships with senior decision-makers across businesses, brands, and other strategic partners, delivering outstanding stewardship and account management to maximise retention and long-term value.
- Develop compelling partnership propositions, sponsorship packages and commercial opportunities that align partners' business objectives, ESG priorities and brand values with the charity's mission and strategic priorities.
- Lead the negotiation and delivery of partnership agreements, ensuring mutually beneficial collaborations that generate income, enhance brand awareness and create meaningful impact for both the charity and its partners.
- Work collaboratively across fundraising, events, marketing, communications and service delivery teams to develop integrated partnership campaigns, maximise activation opportunities and deliver exceptional partner experiences.
- Lead the planning and delivery of partner engagement opportunities, including hospitality, networking events, industry showcases, project visits, employee engagement activities and high-profile fundraising events, ensuring excellent preparation, execution and follow-up.
- Identify opportunities to develop innovative partnership models, including cause-related marketing campaigns, employee fundraising, commercial collaborations, strategic alliances, licensing opportunities and pro bono support.
- Contribute to and help shape the delivery of the organisation's Income Generation Strategy, taking specific accountability for corporate partnership income growth and long-term strategic partnerships.
- Provide accurate income forecasting, partnership pipeline analysis and performance reporting, monitoring progress against agreed KPIs and producing regular reports for the Director of Fundraising, Senior Leadership Team and Trustees.
- Manage partnership income and expenditure budgets, ensuring effective resource allocation, strong return on investment and delivery against financial targets.
- Support the Director of Fundraising in achieving the organisation's annual income targets by developing sustainable partnership income streams and identifying new commercial opportunities.
- Lead, motivate and develop two Partnerships Managers, supporting their professional development and progression and enabling high performance.
- Work closely with the Director of Fundraising, CEO, Senior Leadership Team and Trustees to leverage networks, facilitate senior introductions and strengthen strategic relationships with corporate and music industry leaders.

- Ensure all partnership activity complies with fundraising regulation, sponsorship agreements, GDPR and organisational policies, maintaining accurate records and reporting through the charity's CRM system.
- Champion a partnership-focused culture across the organisation, promoting collaboration, commercial awareness and the value of strategic partnerships in delivering the charity's mission.
- Keep abreast of developments across the corporate and charity sectors, identifying emerging trends, partnership opportunities and innovative approaches that strengthen the charity's position and support long-term growth.

Other duties

- Work with the Service Delivery and Development team to maximise the potential of income generation and raise awareness of the work of the charity.
- Act as an ambassador for Nordoff and Robbins representing the charity at external events, and undertake public speaking as required.
- Seek out new ideas and innovations to incorporate into the fundraising portfolio and sell-in these opportunities with energy and passion for Nordoff and Robbins.
- Actively contribute to a culture of innovation, resourcefulness, and best practice to make the best use of time and skills in the team.

Skills and Experience	Why this Matters
Significant experience developing and securing high-value corporate partnerships, sponsorships or commercial collaborations, with a proven track record of generating five- and six-figure partnerships.	You bring the commercial acumen, credibility and relationship management expertise to secure transformational partnerships that deliver significant income and long-term value. Your experience demonstrates your ability to negotiate complex agreements, meet ambitious income targets and build enduring strategic relationships
Extensive experience developing and delivering partnership strategies that achieve sustainable financial growth and strengthen organisational profile.	You will lead the development and implementation of an ambitious partnerships strategy aligned to the Income Generation Strategy. Your strategic approach will diversify income, increase partner engagement and establish long-term collaborations that support the charity's mission
Experience of identifying, cultivating and managing a strong pipeline of prospective partners using CRM systems, market insight and structured relationship management.	Your ability to proactively identify opportunities and manage a robust pipeline will ensure a consistent flow of high-quality partnership prospects, enabling accurate forecasting, effective prioritisation and sustainable income growth.
Strong experience developing compelling partnership propositions, sponsorship packages, presentations and reports for corporate and commercial audiences.	You can translate the charity's vision, impact and strategic priorities into compelling partnership opportunities that align with organisations' business objectives, ESG

	priorities and brand values, resulting in mutually beneficial collaborations.
Experience of working collaboratively with senior stakeholders, including CEOs, trustees, senior executives and ambassadors, to unlock networks and secure high-value partnerships.	Strategic partnerships are built through collaboration. Your ability to engage, influence and support senior leaders will strengthen relationships, open new opportunities and enhance the organisation's reach across the corporate and music sectors.
Experience of developing partnerships across the music industry, corporate sector or related commercial environments.	This role requires an understanding of how to build meaningful relationships across a diverse range of organisations, including record labels, publishers, artist management companies, promoters, venues, brands and commercial partners, ensuring the charity remains a trusted and valued partner.
Extensive experience developing and delivering partnership strategies that achieve sustainable financial growth and strengthen organisational profile.	You will lead the development and implementation of an ambitious partnerships strategy aligned to the Income Generation Strategy. Your strategic approach will diversify income, increase partner engagement and establish long-term
Experience of managing income and expenditure budgets, with responsibility for forecasting, reporting and achieving financial targets.	This role carries significant income responsibility. Your financial management skills will ensure accurate forecasting, effective resource allocation and regular reporting to the Director of Fundraising and Senior Leadership Team.
Experience of delivering exceptional partnership stewardship and account management, including high-profile events, sponsorship activation and relationship-building opportunities.	Outstanding stewardship is essential to retaining and growing strategic partnerships. Your experience will ensure partners feel valued, engaged and able to clearly see the impact of their investment, encouraging long-term commitment and increased support
Experience of contributing to organisational strategy and operating as part of a senior management team.	As a senior member of the Fundraising team, you will contribute to strategic planning, organisational decision-making and the continued development of partnership-led income across the charity.
Excellent communication, influencing and negotiation skills, with the ability to engage a wide range of internal and external stakeholders.	You will represent the charity at the highest level, building trusted relationships with senior business leaders, music industry executives and commercial partners while negotiating mutually beneficial partnership agreements that deliver long-term value.
Knowledge of fundraising regulation, sponsorship agreements, GDPR and best practice within the charity and corporate partnership sectors.	You will ensure that all partnership activity is delivered ethically, professionally and in compliance with relevant legislation, protecting the organisation's reputation and maintaining the confidence of partners and stakeholders.

