

Head of Corporate Partnerships

CANDIDATE BRIEFING DOCUMENT



2into3
Transforming Social Impact

November 2024



ABOUT GIY

Founded in 2008, GIY (Grow it Yourself) supports people around the world to live healthier, happier and more sustainable lives by growing some of their own food. We are a proud non-profit social enterprise working in Ireland, UK and USA from our base in Waterford, with reach globally through our partnerships, media and advocacy work. With our amazing partners, this year we are supporting over one million people to grow some of their own food at home, at work, at school and in the community.

Find out more about GIY's work at www.giy.ie.



VISION

By 2030, GIY aims to inspire over 100 million people to grow, cook and eat some of their own food at home, school, work and in the community.

MISSION

Our mission is to educate and enable a global movement of food growers whose collective actions will help to rebuild a sustainable food system.

The three core elements to the work at GIY:

- **Campaigns and Programmes**
- **Content and Products**
- **Grow HQ**

GOVERNANCE

GIY Ireland is a Company Limited by Guarantee which operates as a non-profit social enterprise.



CONTEXT FOR APPOINTMENT

GIY are seeking a new Head of Corporate Partnerships to support the organisation in achieving its vision to engage 100 million GIYers in the Decade of Change 2020 - 2030. The creation of this new position in the Partnerships Team reflects the importance of corporate partnerships as a core element of GIY's strategic vision.

This is an exciting and unique opportunity to drive the organisation's growth and ultimately support more people around the world to live healthier, happier and more sustainable lives through working with some of the best-known brands in the world.



THE POSITION

Title	Head of Corporate Partnerships
Reporting to	Director of Partnerships
Direct Reports	None
Place of Work	Grow HQ, Farronshoneen, Dunmore Road, Waterford City <i>(hybrid working, one day per week in office).</i>
Contract Type	Full-time, Permanent <i>(following probationary period).</i>

ROLE SUMMARY

The Head of Corporate Partnerships will play a pivotal role in securing and developing strategic, high-value global commercial partnerships that support delivery of the GIY mission. This role involves strategic planning, senior-level negotiation and effective business development to deliver Corporate Partnerships that are strategically aligned to support achievement of GIY's strategic income and impact goals.

Working with the wider Partnerships Team, the role involves the co-design of programmes with partners in Ireland, the UK and US, and reporting on KPIs and impact measurement to ensure long-term and sustainable partnerships.

Corporate Partnerships Development:

- Develop and implement a comprehensive corporate partnership strategy aligned with GIY's business and mission objectives.
- Prospect and secure high-value partnership opportunities with global partner organisations to deliver GIY's society-scale programmes & campaigns.
- Establish a partnership pipeline with a targeted value (e.g. €1 million) based on early discussions and potential engagement levels with leads.
- Develop and implement strategies to optimise and nurture long-term relationships with mission-aligned corporate partners.
- Identify and prioritise targeting of multi-year corporate partnership deals across markets and industries, to deliver growth (income & impact).
- Ensure effective corporate database and pipeline management.
- Keep abreast of developments in trends across the sector and be aware of current market and economic factors influencing fundraising activities.



Solution-Focused Communications and Negotiation:

- Present GIY as a solution-orientated partner across multiple pillars of environment, education, community engagement, and health & wellbeing.
- Develop and implement creative business development campaigns and resources to attract new corporate partnerships.
- Co-design programmes with corporate partners in line with GIY guidelines, ensuring that KPIs and programme objectives are aligned with the GIY strategic vision.
- Negotiate and finalise partnership and/or sponsorship agreements, ensuring that all terms and conditions are mutually beneficial.

Impact, Reporting and Compliance:

- Develop impactful corporate partnerships that support ESG, CSR, CSDR or other corporate, environmental and sustainability metrics and certifications.
- Manage the Corporate Partnership budget with support of the Finance Team, including costing programme asks and aligning those with partner budgets.
- Support the Marketing Team with impact measurement by ensuring programmes are delivered in line with agreed KPIs and partnership objectives.
- Report on performance and delivery against targets to the senior leadership team.

After 6 months in the role, the successful candidate will be expected to be working towards the following KPIs and priorities:

- 1. Strategy:** Develop a roadmap for corporate partnerships across GIY programmes, including core impact metrics that partnerships should support.
- 2. Partner Profile:** Define an ideal corporate partner profile based on market insights and GIY's strategic goals, detailing target industries, company values, and partnership objectives.
- 3. Lead Qualification Process:** Implement a lead qualification framework to prioritize high-impact partnerships, aiming to qualify at least 60% of early-stage leads within the first 100 days.
- 4. Monthly Progress Reports:** Develop a template for and delivery of monthly reports on partnership progress, revenue, pipeline, and strategic alignment to GIY's executive team.
- 5. Existing Partnerships:** Establish relationships with GIY's existing key partnerships including at least one in person meeting.

These duties are a general guide to the responsibilities of the Head of Corporate Partnerships. They are neither definitive nor restrictive. The post-holder may be required to undertake other duties commensurate with the post, as designated by CEO and Director of Partnerships.



PERSON PROFILE

GIY are seeking an experienced, passionate and results-driven Head of Corporate Partnerships to join their team at an exciting time of global growth for the social enterprise. The ideal candidate will have a strong commercial mindset and the ability to develop robust business cases, with a track record of successfully closing high-value deals.

They should be skilled in building and maintaining trusted relationships with partners and be well equipped to navigate the unique challenges of a social impact organisation. Given the target-driven nature of the role, resilience and an appreciation for nonprofit social enterprise are essential qualities for success.



CORE COMPETENCIES AND SKILLS



Core Competencies	Essential	Desirable
Minimum of 3-5 years' experience in corporate sales, business development, results-driven corporate partnerships, or a related role.	✓	
Experience in developing and implementing a corporate partnership strategy.		✓
Demonstrated success in high-performing sales activity and delivering targets.	✓	
Extensive knowledge and a strong understanding of the corporate sales process and B2B sales strategies.	✓	
Experience in senior-level negotiation and C-suite engagement.	✓	
A passion for GIY's mission and vision and the ability to communicate this with potential partners.	✓	
A natural ability to build and maintain trusted relationships with high-value individuals and organisations.	✓	
Excellent listening, communication and negotiation skills.	✓	
A passion for social enterprise, sustainability, and societal change.	✓	
A team player mindset with a commitment to integrity and respect.	✓	
A commitment to excellence and a solutions-focused approach.	✓	
Driver's license and access to own car.	✓	

If this role is of interest to you and you believe you have what it takes to be successful, but don't necessarily believe that you meet every single criterion above, please do still get in touch so we can discuss further how you may be a fit.

REMUNERATION

An attractive salary package with on-target earnings is offered.

Non-pay related benefits include:

- 20 days Annual Leave
- Additional day of Annual Leave for each year of service (to a maximum of 5 days).
- Contributory pension scheme (4% contribution after 12 months, rising to 7% after 3 years)
- Death in Service Benefit
- Company Sick Leave Policy
- Cycle to Work Scheme



APPLICATION PROCESS



Recruitment for this role is being managed exclusively by 2into3.

If you are an ambitious development professional with the drive to help shape the future of GIY, please send your CV and cover letter to Orla Dolan. Your cover letter should outline what attracts you to the mission of GIY and how your skills and experience are a fit for the role.

The closing date for applications is **Tuesday 3rd December 2024**.

All enquiries regarding the role will be held in strictest confidence.

- **Address** Huckletree in The Academy, 42 Pearse Street, Dublin D02 YX88
- **Telephone** + 353 86 792 4696
- **Website** www.2into3.com
- **E-mail** orla.dolan@2into3.com

GIY is an equal opportunities employer who believes that diversity is a strength in the workplace. We therefore welcome applications from suitably qualified candidates, irrespective of gender, disability, marital or parental status, racial, ethnic or social origin, colour, belief, religion or sexual orientation.