



Petals

The Baby Loss Counselling Charity

**Partnerships Development
Coordinator**

RECRUITMENT PACK

Welcome From Our Founder & CEO, Karen Burgess



When Petals was launched in 2011, our primary aim was to ensure that bereaved parents in Cambridge were not left without counselling support simply because of NHS funding cuts.

Knowing the impact that our counselling service was having, we were absolutely determined to make sure that local parents continued to have the support they needed following pregnancy and baby loss, and furthermore to make sure this remained free-of-charge.

Since then, Petals has evolved beyond our expectations. We have expanded across the country and continue to grow our team of specialist counsellors, who are delivering life-changing support to bereaved parents.

Demand for our service has never been higher. Every single week we receive more and more requests for help from parents and NHS providers. Specialist psychological support for pregnancy and baby loss is rarely provided by the NHS and the wider counselling community is not meeting this need.

Developing our partnerships is key to us achieving our aim of nationwide access to our vital counselling service, and this new role of Partnerships Development Coordinator will play an important part in making this aim a reality.

Thank you for your interest in Petals and this role. I very much hope that you like what you've heard about the charity and will consider applying to join our ambitious and committed team. I look forward to hearing what you can bring to Petals.

Karen

Petals Space

Free of barriers, held by boundaries; a nurturing place for people genuinely compelled to give to others. A place where we work thoughtfully together, with integrity, without prejudice.

A place where the unimaginable is made bearable and where growth becomes a possibility as we empower all to discover and achieve new potential.

OUR MISSION

To provide and promote specialist counselling for parents across the UK following pregnancy and baby loss

OUR VISION

Every parent in the UK has easy and timely access to specialist counselling following pregnancy and baby loss.

Petals Benefits

We are a small but dedicated team that is growing all the time. This is an exciting time to be joining us as we work hard to expand our service. We value each individual who works for Petals and everything they bring to the team and therefore, enabling a flexible work-life balance is important to us. The benefits of working for Petals include:

- **Holiday:** 23 days paid holiday each year in addition to paid public and bank holidays. This increases to 25 days paid holiday each year after two years service and again after five years service to 28 days plus bank and public holidays. This is offered pro-rata for part-time employees.
- **Training:** Fully funded CPD-certified e-learning courses across a broad range of content
- **Pension scheme:** Employees will be enrolled in the company pension scheme from the outset unless they choose to opt-out.
- **Hybrid working:** The benefits of being part of a team in the office alongside the comfort of working from home with laptops provided to facilitate this.
- **Staff away days and events:** Time to build relationships and shape the future of Petals away from the office environment.

JOB DESCRIPTION

Job Title: Partnerships Development Coordinator

Contract: 22.5 hours per week

Salary: £30,000 FTE

Reports to: Chief Executive – Karen Burgess

Location: Hybrid - Bottisham Office with homeworking. (Remote working will also be considered.)

Overall responsibility of the position.

The Partnerships Development Coordinator will have responsibility for developing and reporting on Petals Partnership Contracts (currently valued at circa £550k). You will play a vital role in building a network of potential partners, spotting and developing opportunities with partners and evaluating the service that we offer them to ensure it meets their needs.

This is a pivotal role requiring a close working relationship with Petals Clinical Counselling Manager, Business Manager and Comms & Marketing Manager to ensure a coordinated approach to the delivery of Petals' contractual responsibilities.

As a key outward-facing role within Petals, the Partnerships Coordinator will represent Petals and therefore be required to speak about our work and our ethos with confidence to a variety of stakeholders in different settings.

The ideal candidate will have a strong business acumen and an understanding of contracting with NHS commissioners. They will also have excellent communication skills and a natural ability to discuss sensitive issues in a thoughtful, caring and informed way.

The successful candidate will be required to undergo a clear DBS check as a condition of employment due to the nature of our work.

Key areas of responsibility.

Partnership Development:

- Own and deliver on financial targets and KPI's as part of Petals overall income target.
- Develop strategies for growth for existing partnerships, pitching opportunities to relevant decision makers.
- Identify and pursue opportunities with potential partners, producing proposals, presenting to decision makers and sharing evidence about how Petals can enhance their services.
- Lead on partnership renewals and developments to increase annual contract values and secure multi-year commitments wherever possible.
- Provide accurate monthly forecast reports to the CEO.
- Respond to opportunities which present themselves outside of the NHS, for example corporate partnerships.
- Continually seek opportunities for partnership growth and development.

JOB DESCRIPTION

Key areas of responsibility.

Partnerships and Relationship Management:

- Build a network of contacts within NHS maternity services and maternal mental health services, with the aim of raising awareness of Petals' services and the value and importance of baby loss counselling.
- Produce contracts and Service Level Agreements that meet NHS Commissioning standards.
- Work closely with the Charity Business Manager to always ensure up to date financial administration of all contracts.
- Promote Petals' values and ethos to a range of stakeholders, including commissioners, contractors, funders and service users.
- Collaborate with existing partners to enhance service quality and client outcomes, conducting biannual reviews with the key stakeholders for each partnership and providing regular impact reports.
- Proactively plan for partnership renewals, adjusting the service offer as needed and renegotiating contracts.
- Represent Petals in relevant external meetings, conferences and networking events, advocating the charity's mission and objectives.
- Attend events, read relevant articles and reports, keep up to date with legislative changes, to maintain and develop your knowledge of the specialist area of baby loss and maternity services within which Petals operates.

Performance Monitoring and Reporting:

- Together with the Counselling Service Clinical Manager, establish processes to monitor and review partnership contracts, ensuring Petals maintain high quality counselling services for our partners.
- Work with the Counselling Service Clinical Manager to ensure the full capabilities of Corenet IMS are being used to provide accurate data to inform partnership contract reporting.
- Work with the Comms and Marketing and Charity Business Manager to produce high quality, impactful reports for our partners, which demonstrate the value of Petals services.
- Produce regular impact reports, analyse data and identify trends to inform decision-making and drive improvements within our partnerships.

JOB DESCRIPTION

Team working and organisational responsibilities:

- Participate fully with the agreed support structures for the post, including line management, training events and appraisals and contribute positively to team meetings and planning and review days.
- Support the expansion plans of the charity including producing reports as required.
- Collaborate with internal colleagues to ensure smooth coordination and integration of services.

Compliance

- Conduct all work within Petals' policies and procedures
- Adhere to all professional and legal guidelines e.g. GDPR.
- Work within the Petals IT and client systems

Measures

- Increased annual contract income generated
- Partnerships retained
- New partnerships onboarded
- Engagement with relevant baby loss and counselling activities and events.
- Value of partnerships pipeline

Key contacts

Internal:

CEO
Clinical Counselling Manager
Charity Business Manager
Comms and Marketing Manager

External:

Partnership leads in existing and prospective partnerships
Petals Trustees

PERSON SPECIFICATION

EXPERIENCE

Experience and ability to navigate NHS maternity and commissioning systems (E)

Experience of winning new contracts from pipeline research to completion (E)

Proven experience of partnership development (E)

Proven experience of personally exceeding challenging income targets (E)

Confidence and experience in delivering presentations to stakeholders (E)

Excellent spreadsheet and data analytical skills (E)

Experience of winning contracts in a variety of different sectors (D)

Experience of working in the charity sector (D)

Experience of working in a small team (D)

SKILLS, ATTRIBUTES AND ABILITIES

- Ability to talk about an organisation in a manner that embodies and communicates their culture .
- Possess a natural, warm presence that puts people at ease, whilst communicating confidence and self-assurance.
- Strong communication skills that enable you to disseminate, explain and share data with clarity.
- Ability to build trusting relationships with internal and external stakeholders on all levels.
- Able to demonstrate good interpersonal skills, relating sensitively to others and to work collaboratively up and down, as well as across the organisation
- Able to work effectively as part of a team whilst retaining the ability to work independently
- Good IT skills, including competency using Microsoft Office 365, Microsoft Teams, completing electronic forms and processing online data
- Evidence of good organisation and time-management skills to prioritise and meet deadlines
- Able to demonstrate a high level of verbal and written communication skills, including report writing and data analysis.

PERSON SPECIFICATION

VALUES

- Empathy
- Authentic
- Ability to use own initiative
- Team player
- Engaging communication style

As a small charity the ability to be flexible and adaptable to take on different duties if/when required in other areas of the charity, to support the aims and objectives of our mission is vital.

This job may involve working unsocial hours on some occasions. Time off in lieu will be taken by arrangement with your manager. Job description is not contractual and may need to change, upon discussion with the role holder.

HOW TO APPLY

We want our organisation to have different voices within it, and to reflect the range of communities which our clients come from. We welcome applications from everyone irrespective of sex, sexual orientation, gender identity, ethnicity, faith and religion, disability and age.

As ethnic minority groups and members of the LGBTQ community are currently under-represented across the organisation, we would particularly encourage applications from members of these groups.

Appointment will be based on merit alone.

To apply for this position please send your CV with covering letter to recruitment@petalscharity.org.

We would urge you to apply as soon as possible as applications will be reviewed on a rolling basis and we reserve the right to bring the closing date forward. Our recruitment process will involve a face-to-face interview at our Head Office.

If you have any additional access requirements for the recruitment process please contact us at recruitment@petalscharity.org to allow us to be able to make all reasonable adjustments that are necessary to accommodate any disabilities or health needs. Any information of this nature that is provided to us will remain confidential and will only be used to ensure our responsibilities to you with no impact on the selection process.

Closing Date: 1st May 2024

Interview date: Wednesday 22nd May 2024

FIND OUT MORE
Web: www.petalscharity.org
Social: @petalscharity