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Welcome from Amy Chambers

Dear Candidate,

I'm delighted to be recruiting for the role of **Corporate Partnerships Manager** at Rays of Sunshine Children's Charity.

I have the privilege of leading an ambitious, passionate team who are inspired every day to brighten the lives of seriously and terminally ill children across the UK. We're a team full of positivity, energy and drive to succeed – and we're looking for someone who shares that spirit and wants to be part of our journey.

At Rays of Sunshine, we know that no parent ever imagines their child will be diagnosed with a life-limiting or terminal illness. But when the unimaginable happens, we're there to help brighten their lives, by granting magical wishes and providing ongoing support in hospitals and the community.

This is an exciting opportunity to play a key role within our Fundraising Team, managing and growing a portfolio of valued corporate supporters who are committed to making a difference to seriously ill children and their families.

The Corporate Partnerships Manager will be responsible for delivering exceptional stewardship across a portfolio of established partnerships, developing ambitious growth plans that increase income, employee engagement, strategic value and long-term support. Alongside this, the role will work collaboratively with our New Business Manager to identify and secure opportunities within existing pipelines and warm prospects.

Reporting to the Head of Fundraising, you will join a high-performing and supportive team with ambitious plans for growth. You'll have the opportunity to shape the future of some of our most significant corporate relationships whilst helping us reach more children and families than ever before.

This is a truly exciting time to join Rays of Sunshine. You'll be part of a supportive, vibrant and fun team culture - and most importantly, you'll see the real, lasting impact of your work on the lives of the children, young people, and families we support.

If you're interested in joining us on this journey, we'd love to hear from you. Please don't hesitate to get in touch for an informal conversation.

I look forward to hearing from you.

A handwritten signature in black ink that reads "A. Chambers". The script is fluid and cursive, with the first letter 'A' being particularly large and stylized.

Amy Chambers
Chief Executive Officer

About Rays of Sunshine

Rays of Sunshine exists to brighten the lives of seriously ill children and young people across the UK.

Serious illness can bring some of the darkest moments a family will face. We exist to bring light when it is needed most.

We believe every child and young person deserves the chance to experience the joy of childhood, regardless of the challenges they face. Through our Sunshine in Hospitals programme, life-changing wishes and Wish Community, we provide a continued journey of joy, hope and support for children, young people and their families from diagnosis, throughout treatment and beyond.

Sunshine in Hospitals

For many children and families, serious illness means spending significant time in hospital undergoing treatment, procedures and tests. Through our Sunshine in Hospitals programme, we bring moments of joy, connection and positive distraction directly to children receiving treatment in hospitals across the UK.

Alongside these activities, we deliver projects and provide specialist equipment and activities that help relieve suffering, support children through stressful or painful procedures and improve their experience of treatment.

Wishes

At the heart of Rays of Sunshine are our life-changing magical wishes. Whether a child wishes to be, meet, have or go, every wish is as unique as they are, creating powerful moments of joy and hope when they are needed most.

Wish Community

A wish is not the end of a family's journey with Rays of Sunshine. Through our Wish Community, children, young people and their families can continue to access opportunities to connect, celebrate and create new memories together.

A Journey of Joy

Rays of Sunshine is the only UK wish-granting charity supporting seriously ill children, young people and their families from diagnosis, throughout treatment and beyond. Together, our Sunshine in Hospitals programme, magical Wishes and Wish Community programme provide a continued journey of joy, hope and connection when they need them most.

Our Team

This is an exciting time to join Rays of Sunshine as the charity enters a period of transformation and plans for the future through a new five-year organisational strategy.

If you have the experience, energy and passion to help us achieve our mission of bringing joy, hope and support to children living with serious and life-limiting illnesses, we would love to hear from you.

Sunday Times Best Places to Work 2026



We are delighted to be recognised as one of The Sunday Times Best Places to Work 2026.

The annual list celebrates organisations that excel in areas like employee engagement, workplace culture and workplace satisfaction, based on comprehensive employee feedback.

The charity has been recognised in the Small Organisation category, for fostering a workplace culture where staff feel valued, connected and supported, enabling them to deliver life-changing experiences for the seriously ill children and families they serve.

Some of the highlights from the survey include:

- 100% of colleagues said they are proud to work for Rays of Sunshine
- 99% said they do something worthwhile through their role
- 96% overall employee engagement score
- 98% would recommend Rays of Sunshine as a great place to work

This recognition reflects the caring, supportive culture that helps us brighten the lives of seriously ill children across the UK.

We're so proud to have built a workplace where our core values of kindness, connection, empowerment, integrity and joy are at the heart of everything we do.

Being named one of The Sunday Times Best Places to Work is a wonderful celebration of the incredible people who make our charity what it is. Every day, our team goes above and beyond to help create moments of joy and hope for children living with serious illness, and we're committed to making sure they feel just as supported as the families they serve



Job Specification

Job Title: Corporate Partnerships Manager

Salary: £40,000

Hours: 37.5 hours per week (part time considered)

Working pattern: Flexible working hours, with home and office working

Location: Finchley, N3 (nearest station Finchley Central) / Home Working

Reports to: Head of Fundraising

Direct reports: None

Purpose of the role

Following a successful period of growth that has secured a number of new corporate partnerships for Rays of Sunshine, the Corporate Partnerships Manager will manage, develop and grow a portfolio of established and strategic partners, maximising income, engagement and long-term value.

The role will be approximately 70% focused on managing and growing existing partnerships and 30% focused on developing new business opportunities through established pipelines, warm introductions and collaboration with colleagues.

The postholder will be responsible for delivering exceptional relationship management, stewardship and strategic growth planning, developing tailored approaches that deepen engagement, increase income and secure sustainable, multi-year support.

Working under the leadership of the Head of Fundraising, and in close collaboration with the wider Fundraising and Communications Team, the postholder will ensure a seamless journey from initial engagement through to long-term partnership growth, renewal and development.

Key Responsibilities

Strategic Partnership Leadership

- Lead the delivery and ongoing development of Rays of Sunshine's corporate partnerships portfolio, ensuring excellent stewardship, sustainable income growth and strong long-term relationships.
- Take ownership of agreed income, retention and partnership growth targets.
- Contribute to the Corporate Partnerships strategy, annual planning, budgeting and forecasting.
- Maintain oversight of portfolio performance, identifying risks, opportunities and areas for growth.
- Use insight, performance data and sector knowledge to improve retention, engagement and income.

Account Management and Partnership Growth – approximately 70%

- Manage, develop and grow a portfolio of established and strategic corporate partnerships.
- Build strong relationships with stakeholders at all levels and across multiple teams, departments and locations within partner organisations.
- Develop and deliver tailored annual partnership plans that set out income, engagement, stewardship and renewal priorities.
- Lead partnership review meetings, planning sessions and renewal conversations, securing increased and multi-year support wherever possible.
- Identify opportunities to grow unrestricted income through sponsorship, cause-related marketing, employee fundraising, gifts in kind and strategic support.
- Develop and deliver engaging employee fundraising, volunteering and participation opportunities that increase income, advocacy and connection to Rays of Sunshine's work.
- Engage senior leaders and executive sponsors to deepen commitment and unlock further opportunities.
- Coordinate presentations, events, volunteering activities, cheque presentations and Wish Community experiences in collaboration with internal teams.
- Deliver high-quality, personalised stewardship, including impact reports, updates, recognition and communications.
- Ensure all agreed objectives, partnership benefits, KPIs, reporting requirements and contractual commitments are delivered accurately and on time.
- Use partner feedback and performance data to strengthen delivery, improve satisfaction and identify further opportunities.
- Maintain strong levels of partner retention and renewal, ensuring relationships remain authentic, mutually beneficial and aligned with Rays of Sunshine's mission and values.
- Work with internal colleagues to create meaningful opportunities that connect employees with Rays of Sunshine's work.

New Business Development – approximately 30%

- Work closely with the Head of Fundraising and Corporate Partnerships Manager (New Business) to identify, prioritise and progress prospective partners within the corporate new business pipeline.
- Take responsibility for cultivating and securing agreed prospects, from initial

engagement through to proposal, pitch and conversion.

- Identify new business opportunities through existing corporate relationships, networks, referrals and warm introductions.
- Generate introductions across partner organisations and engage relevant stakeholders to create new partnership opportunities.
- Attend and lead prospect meetings, presentations, pitches and networking opportunities where appropriate.
- Develop compelling and tailored partnership proposals, presentations and pitches that respond to prospective partners' objectives.
- Work with colleagues across Rays of Sunshine to develop innovative partnership propositions, engagement opportunities, budgets and forecasts.
- Support a seamless handover and onboarding process for newly secured partnerships, ensuring clear expectations and a strong foundation for long-term growth.

Systems, Processes and Reporting

- Maintain accurate income forecasts, partnership growth plans and performance reporting.
- Monitor income, engagement, retention, renewal, pipeline activity and partnership growth against agreed targets.
- Maintain accurate and up-to-date records of contacts, activity, opportunities and commitments in Salesforce.
- Manage reporting schedules, agreements, partnership plans and associated documentation.
- Ensure partnership opportunities and commitments are aligned with organisational priorities, service capacity and budgets.

Cross Team Working

- Collaborate closely with the wider Fundraising Team to identify new corporate partnership prospects, introductions and opportunities across existing networks and supporter relationships.
- Work with the Public Fundraising Team to ensure relevant challenge events, individual giving campaigns and public fundraising opportunities are actively promoted to corporate partners and their employees.
- Work with the Special Events Team to secure corporate support for key events, including sponsorship, brochure advertising, prize and auction item procurement, table sales and other relevant partnership opportunities.
- Partner with the Communications Team to build awareness of corporate partnerships internally and externally, deliver agreed recognition and visibility, and develop compelling impact-led storytelling.
- Work closely with the Services Team to create meaningful employee engagement opportunities, identify appropriate service experiences and gather impact information for partner reporting.
- Coordinate with Finance and other colleagues to ensure partnership commitments, budgets and income are accurately planned, delivered and recorded.
- Share relevant intelligence, opportunities and learning across teams to strengthen collaboration and maximise the overall value of corporate relationships.
- Represent Rays of Sunshine at meetings, events, presentations and networking

opportunities as a passionate and professional ambassador.

Success Measures

- Deliver or exceed agreed annual income targets.
- Achieve strong partner retention and renewal rates.
- Grow income and average partnership value across the existing portfolio year on year.
- Secure increased levels of support and multi-year commitments from corporate partners.
- Increase employee fundraising, volunteering and engagement participation.
- Increase corporate participation in relevant public fundraising challenge events and individual giving campaigns.
- Secure new corporate partnerships through agreed new business activity.
- Deliver consistently high-quality stewardship, evidenced through positive feedback from partners and internal stakeholders.
- Maintain accurate income forecasting, pipeline management and performance reporting.
- Ensure partnership commitments, reporting requirements and contractual obligations are delivered on time.
- Contribute positively to the performance, collaboration and culture of the wider Fundraising and Communications Team.

Person Specification

Essential Skills & Experience

- Demonstrable success managing, retaining and growing corporate partnerships through strategic account management, relationship development and income generation.
- Strong track record of achieving fundraising or commercial income targets.
- Experience developing employee engagement and fundraising programmes.
- Excellent relationship management skills.
- Ability to influence and engage stakeholders at all levels.
- Experience producing high-quality reports and presentations.
- Strong project management and organisational skills.
- Experience managing multiple priorities simultaneously.
- Excellent written and verbal communication skills.
- Experience using Salesforce or similar CRM systems.

Desirable

- Experience managing Charity of the Year partnerships and/or strategic corporate partnerships.
- Experience managing six-figure corporate partnerships.
- Experience within the charity sector.
- Experience delivering strategic partnerships.
- Experience of sponsorship and cause-related marketing.
- Experience presenting to senior stakeholders.
- Understanding of corporate ESG, CSR and social impact agendas.

Values

Our values are at the heart of everything we do and help guide us in our mission to grant more magical wishes for seriously ill children.

- **Kindness** – We are kind to ourselves and others in everything we do
- **Integrity** – We are honest and trusted to do the right thing
- **Joy** – We work with fun, passion and a sprinkle of magic
- **Empowerment** – We work to build confidence and nurture potential.
- **Connection** – We build strong connections with everyone in our wish community

Employee Benefits

At Rays of Sunshine, we are committed to creating a supportive, flexible and rewarding workplace where our people can thrive. We are proud to have been recognised as one of the UK's Best Companies to Work For, reflecting our commitment to creating a positive, values-led culture where people feel supported, empowered and able to do their best work.

We offer:

- 30 days annual leave, plus an additional 3 days' closure between Christmas and New Year
- Employer pension contribution
- Hybrid working with flexible hours
- Time off in lieu (TOIL) for approved additional hours worked
- Employee Assistance Programme (EAP), providing confidential wellbeing and support services
- Eye care vouchers
- Ongoing learning, training and development opportunities
- Support for professional qualifications and continued professional development where relevant to the role
- A collaborative, values-led culture where your contribution makes a real difference to seriously ill children, young people and their families
- The opportunity to be part of an ambitious charity at an exciting stage of growth and development

How to apply

Rays of Sunshine welcomes applications from all sections of the community and actively encourages diversity to maximise achievements, creativity and good practice. We positively welcome and seek to ensure we achieve diversity in our workforce and that all job applicants and employees receive equal and fair treatment, regardless of age, race, gender, religion, sexual orientation, disability or nationality.

Please send a cover letter (no more than two sides of A4) explaining your suitability for the role, along with a CV to nicola@raysofsunshine.org.uk at your earliest convenience.

Closing date is **9am Monday 17th August** with interviews being held **w/c 24th August**.

If you wish to discuss the role before applying, it would be a pleasure to organise a suitable time with you to speak.

Thank you for your interest in joining the team at Rays of Sunshine — we look forward to receiving your application.