



2wish

Vacancy Information Pack

Post No: (2WBDPM01)

**Job Title: Business Development and
Partnerships Manager**

Support for those affected by sudden death in young people

Dear Candidate



It is my pleasure to extend a very warm welcome to you as you consider joining our organisation.

2wish was founded on the belief that no-one who loses a child or young person suddenly or unexpectedly does so without the offer of support to help them through the darkest days.

Since 2012, 2wish has received over 1300 referrals for children and young people who have sadly died much too soon. We have supported over 6,000 individuals and offer support in the immediate aftermath and longer term so that our families know we are always there, in the days, months and years to come.

We are an organisation with family and community at the heart of everything we do. Our families, volunteers, ambassadors, supporters and staff all make a difference and we all share one common belief; that no family should be left without the offer of support.

Would you like to join us and make a difference?

If you feel passionate about supporting those suddenly bereaved and have the skills we're looking for, we'd love to hear from you.

Thank you for your interest in this role.

Very best wishes

A handwritten signature in black ink that reads "Rhian Mannings". The signature is written in a cursive, flowing style.

Rhian Mannings MBE
Chief Executive Officer and Founder

If this vacancy is not for you, why not join us as a volunteer? Find out about current opportunities and how to get involved by visiting www.2wish.org.uk/get-involved/

Role Description:

Job title: Business Development and Partnerships Manager

Reports to: Head of Fundraising

Salary: £32,000

Location: Remote with travel around England and Wales

Hours: Full-time, 37.5 hours per week, Monday-Friday

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Background of 2wish:

In 2012, Rhian Burke lost her son George suddenly in an emergency unit in South Wales. Despite the amazing staff, who showed support and empathy at the time of death, the family walked out into the dark of the night with nothing, heard from nobody and were left alone to deal with the shock and trauma. Five days after her son passed away, her husband Paul died by suicide, inconsolable and consumed in grief. Still nobody came. 2wish (formally 2 Wish Upon A Star) and the following support services were established as a result of this tragedy and are today implemented in partnership with every health board, hospital, police force, coroner's office and mental health team across Wales.



Objective: ☆

2wish exists to provide support to anyone affected by the sudden and unexpected death of a child or young person aged 25 and under.

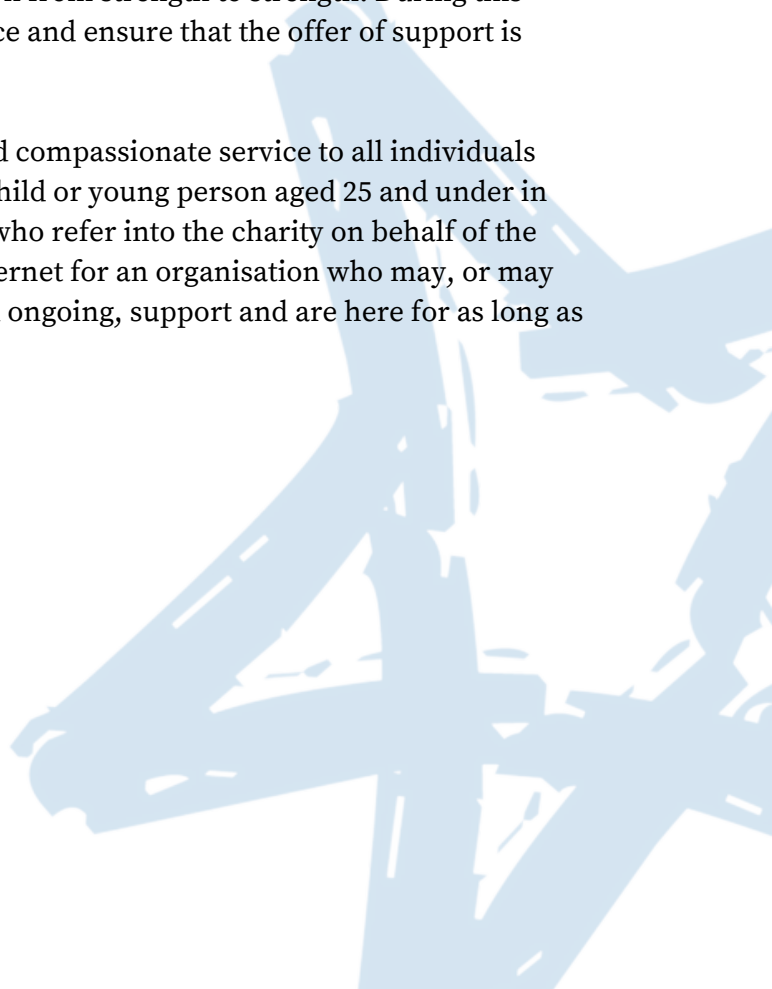
Aims: ☆

- Ensure every Emergency Department and Critical Care unit has a suitable bereavement suite
- Ensure that bereavement boxes are available at each of these hospitals
- Ensure that immediate bereavement support is available for all affected by the sudden death of a child or young person
- Provide a professional counselling service and other therapies for those affected by the sudden death of a child or young person
- Provide support to individuals who witness the sudden death of a child or young person
- Provide support and training to professionals from any sector who may be affected by the sudden death of a child or young person
- To advocate and campaign on behalf of suddenly bereaved families

2wish Cymru and 2wish: ☆

2wish has been established since 2012 and has grown from strength to strength. During this time, we have worked tirelessly to embed our service and ensure that the offer of support is made at the point of death.

We offer an immediate, consistent, high-quality and compassionate service to all individuals affected by the sudden and unexpected death of a child or young person aged 25 and under in Wales. We work in partnership with professionals who refer into the charity on behalf of the families, so they don't have to trawl through the internet for an organisation who may, or may not, be able to support. We provide immediate, and ongoing, support and are here for as long as our families need us.



Context of role: ☆

2wish support anyone affected by the sudden and unexpected death of a child or young person aged 25 and under. We are an All-Wales charity providing immediate casework support, as well as ongoing aftercare services including counselling, alternative therapies, play therapy, support groups, support events and a respite cottage.

This role is subject to a DBS check.

Purpose of role: ☆

This is exciting time to join the 2wish team as we continue to expand our services across England that will see us deepening our presence in England. We're looking for someone who can seek out and build great partnerships, cultivate and manage large corporate donors whose values align with ours and help raise brand awareness. Someone who can proactively generate new and repeat business and enjoys networking and building relationships with both corporate sponsors and high net worth donors.

Main duties: ☆

- Line manage a corporate fundraiser
- Growing annual and long-term funding by identifying opportunities for income generation and securing strategic partnerships.
- Designing and implementing strategies to increase funding, develop strong partnerships, raise brand awareness, and expand 2wish's presence across Wales and England. This includes conducting market research to uncover new opportunities, targeting relevant leads, and hosting tailored events to enhance awareness of 2wish's services and reach new audiences.
- Building and nurturing long-term relationships with brands and corporate donors whose values align with 2wish, ensuring sustainable and impactful partnerships, including collaborating with large organisations in sectors like hospitality and sports.
- Leading the stewardship of corporate accounts, keeping partners motivated and engaged by highlighting the impact of their support and the potential outcomes of continued collaboration.
- Researching and identifying networking events, speaking opportunities, and industry events for the CEO and other key team members to attend to expand the charity's network and public profile.
- Developing strategies to keep current corporate partners engaged and aligned with 2wish's mission, including organising special events and creating bespoke packages to ensure long-term partnerships.
- Working closely with the Head of Fundraising to create financial projections, set income targets, and track progress toward meeting these goals.
- Collaborating across all departments, such as fundraising, support, finance, and marketing, to align business development goals with the overall organisational strategy.

- Representing 2wish at large community events and managing sponsorship opportunities to promote the charity's mission and build new relationships.
- Collaborating with fundraising and marketing teams to develop targeted campaigns and secure new partnerships with large brands and corporate donors.
- Attending key conferences, events, and networking opportunities to raise 2wish's profile and engage with potential partners.
- Ensuring ongoing stewardship and maintaining strong, mutually beneficial relationships with corporate partners to maximise funding and collaboration success.
- Focusing on identifying innovative approaches or creative solutions to challenges in generating funding and partnerships.
- Managing budgets for business development activities, ensuring that resources are used effectively, and funding goals are met.
- Analysing and reporting on the performance of business development initiatives, including measuring the success of partnerships, events, and fundraising campaigns, and adjusting strategies accordingly.

It is the nature of the work that tasks and responsibilities are in many circumstances varied and unpredictable. All employees are therefore expected to work in a flexible way and tasks, which are not specifically covered in their job description may have to be undertaken.

General:

- To be responsible for organising own work agenda, time management and administration
- To show respect and sensitivity for the cultural and religious beliefs of families
- To undertake learning opportunities and seek them out for the team
- To adhere to all company policies and procedures including Safeguarding, Confidentiality, Health and Safety and Lone Working; and to be proactive in implementing new safe working practices as appropriate
- To attend weekend and evening community events in support of the charity as necessary
- Participate as and when required in team meetings and one-to-one meetings, and undertake, as appropriate, courses/training/other developmental activities, which is relevant to the role
- Contribute on the social media platforms maintained by 2wish
- It is the nature of the work that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are therefore expected to work in a flexible way and tasks, which are not specifically covered in their job description may have to be undertaken.
- You will be subject to performance review, which will incorporate a review of the above duties and performance over the period.

Person specification:

Criteria	Essential	Desirable
Experience		
Demonstrable experience of account managing a portfolio of corporate partners with a successful track record in delivering partnerships, ideally in a charity setting.	✓	
Proven experience of researching, identifying and engaging new corporate partners, cultivating the relationship leading to a successful strategic partnership	✓	
Evidence of managing a prospect pipeline, creating bespoke cultivation plans delivering excellent donor stewardship.	✓	
Proven track record of collaborative working across teams to develop personalised funding proposals and/or applications and tailored communications demonstrating the impact of donations.	✓	
Demonstrable ability to influence, confidently negotiate and inspire senior professionals to partner with 2wish and deliver mutually beneficial relationships.	✓	
Proven track record of delivering against income budgets and KPIs.	✓	
Solid knowledge of the current corporate fundraising landscape, approaches, and techniques and evidence of applying that insight to your work.	✓	
Skills/Abilities		
Experience of developing, managing and reporting against income and expenditure budgets.	✓	
Experience of thinking strategically and using those skills to analyse trends, data and insights to make informed decisions.	✓	
Ability to plan and organise workload, prioritising as appropriate; evidencing effective and highly efficient time management.	✓	
Confident in using digital tools to communicate with stakeholders and willing to learn new digital skills relevant to the role.	✓	
Experience of working with death and bereavement		✓
Skills/Qualifications/Abilities		
Hold a degree in relevant field, or demonstrate equivalent experience or a vocational qualification	✓	
A relevant fundraising qualification		✓
Ability to perform as a confident autonomous practitioner regarding legislation, policies and procedures	✓	
Excellent communication and interpersonal skills with stakeholders of all kinds, including colleagues and external organisations, from government agencies to corporate partners.	✓	
Emotional resilience and ability to engage in reflective practice	✓	

Criteria	Essential	Desirable
Personal qualities		
Ability to work flexibly to meet the needs of the service including occasional on call duties	✓	
Car drive with the ability and willingness to travel across England and Wales as the role requires	✓	
Ability to attend evening or weekend events and stay away overnight on a regular basis	✓	
Confident in public speaking and presentations, especially in front of senior stakeholders and high-profile organisations.	✓	
Computer literate in Outlook, Teams, Word, Excel and PowerPoint	✓	
A genuine passion for making a difference in the lives of those whom 2wish can help	✓	
Welsh speaker		✓



A Family Story by Ady Smith - Ella's Dad

The 13th of June 2021 was a wonderfully sunny day. Little did we know that, before the day would end, our lives would be thrust into despair and changed forever. Our beautiful daughter, Ella, had been enjoying the day with friends, before she was involved in a road traffic collision and tragically lost her life at the scene of the accident. In a cruel twist of fate, I was one of the responding Fire Service personnel.

Ella was a caring young lady who had a heart of gold and would go out of her way to help others, could be described as a social butterfly, and loved her family and friends. Ella always had a smile on her face, was a bit of a prankster, and always full of fun.

In the immediate hours following Ella's death, we were being supported by our Family Liaison Officers (FLO) when she asked, what upon reflection was such a vital question; "Would you be happy for us to refer you to the charity 2wish?" The FLO went on to explain a little about the charity, although we had some awareness of their work from their social media channels.

At this point we were in a daze, we didn't know what to do or where to turn, within less than 24 hours 2wish had dropped into our lives (and have been with us ever since). Nicole contacted us and provided a sense of calm in what we would now describe as a time of complete chaos.

The 2wish team visited Ella and were able to provide us with memory boxes that included her handprints and a lock of her hair, this is something we thank them so much for. The boxes bring us great comfort and we believe they will continue to do so as we move forward with our lives in a very different way, carrying our loss.

The support didn't and hasn't stopped there, through the charity we have all been supported by bereavement counsellors and this has also extended to wider family and very close friends of Ella's. Ella's brother has been supported by Ellie, the young person coordinator, and he finds these sessions a welcome break and an opportunity to talk. Ella's sister, whilst not having support currently is aware it is there when needed no matter how far in the future. I have been receiving specialist PTSD counselling arranged by 2wish and have attended complementary therapy sessions organised by the charity too.



A standout memory for us would be the video message Ella's brother received from Dan Biggar (his hero), the happiness in his eyes will long live with us all, and something we will never be able to thank 2wish enough for.

Every one of us has had different needs, the staff at 2wish have been amazing, they have gone out of their way to find solutions to our challenges, and we honestly do not know where we would be without their support, guidance, and friendship.

Through tragedy we have connected with some wonderful people, 2wish will always be there for us, as a family we will always be there to support the charity, raise money, and attend events to ensure the amazing work they do continues. The impact they have had on our lives can't be measured and we want to help ensure other families benefit in the way we have.

What we do for you:

- Salary:** Starting salary of £32,000 per annum.
- Contract type:** Permanent.
- Hours:** Normal hours are 9am - 5pm, Monday to Friday, although alternative hours may be worked with line manager agreement. Work outside office hours may sometimes be necessary and will be compensated for by time off in lieu.
- Annual leave:** 28 days plus bank holidays. Annual leave steadily increases after five years of service. Annual leave and statutory holidays are calculated on a pro rata basis where applicable.
- Pension:** 2wish operate a contributory pension scheme. 2wish will auto-enrol you into the scheme in accordance with it's auto-enrolment obligations. Full details of the scheme will be provided to you once you are enrolled, including the minimum level of contributions that you will be required to make during your membership (current contributions - employer 3% and employee 5%).
- Mileage:** A fixed rate allowance is payable for agreed mileage undertaken on 2wish business in a private vehicle, over and above your usual journey to your workplace/s.
- Location:** 2wish is currently working with staff to offer a form of hybrid working and this will continue for the foreseeable.

Additional benefits for our employees: ☆

- ☆ An 'Employee Assistance Programme,' including wellbeing support
- ☆ Free parking on 2wish premises
- ☆ Free branded 2wish clothing
- ☆ An extra annual leave day on your birthday
- ☆ Incremental increase in holiday entitlement based on length of service
- ☆ Paid sick leave
- ☆ Discounts for personal purchases on 2wish Merchandise
- ☆ Free tickets to UK 2wish events, discounts for family
- ☆ Extra holiday entitlement when taking part in 2wish overseas events
- ☆ Company mobile phone for performance of duties
- ☆ Tools/equipment required for the performance of duties
- ☆ Reimbursement of work expenses
- ☆ Bright Exchange employee discounts

How to apply: ☆

Please return a CV and covering letter, or a CV and two-minute video, by email to:
HR@2wish.org.uk

Closing date: 11th April 2025

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.