

JOB DESCRIPTION: PARTNERSHIP AND ENGAGEMENT MANAGER - EDUCATION

Job Title:	Partnership and Engagement Manager
Responsible To:	Head of Commercial
Type of Contract:	Full time, permanent
Hours of Work:	40 hrs per week
Salary:	£27,000 to £32,000
Location:	Head Office, Chiswick, London (remote working with significant travel to meetings required)

1. INTRODUCTION

British Fencing (BF) is the National Governing Body for the Olympic sport of fencing.

Vision – “A strong, successful and sustainable Fencing Community”

Mission – “To inspire and enable people to start, stay and succeed in fencing”

British Fencing Objectives:

- A pathway to International success
- A stronger, empowered community of 30,000 fencers, volunteers, coaches and supporters
- Accessible inclusive swordplay opportunities delivered via partnership programmes
- A sustainable future supported by high quality governance and infrastructure that is financially resilient
- Maximise the wider benefits of fencing and the positive impact it can have on people’s lives

1.1 JOB PURPOSE

This is a newly formed role required to build on the success of the BF Licensed Partner Programme (LPP). This programme has evolved since launching in 2016, and is specifically looking to work directly within the education sector, focusing on primary schools and activity providers that deliver services into schools.

The LPP now seeks a lead manager to begin engagement with education partners in a consultative approach that identifies the right partner schools wishing to deliver BF's personal development programme.

This new role will be key to supporting the scaling up of work already started in the education sector and will be instrumental in aligning wider strategic work at BF with the 2020-2024 commercial strategy.

2. JOB SUMMARY

The Partnership and Engagement Manager is responsible for delivering the following:

- Oversee the **direct offers BF have for schools**, supporting interested schools with finding the right entry point for them at the time of enquiry
- Manage and grow an **existing pipeline and database** of schools (both in UK and abroad) that are interested in delivering fencing
- Ensure that schools who are interested in the Personal Development offer i.e. Primary School Resource Pack are **consulted with in person**, at the right stage in their consideration and decision making process
- **Articulating the alignment** of the product for schools with BF's wider coaching and club strategy, ensuring that partners and internal colleagues are aware of how the programme aligns to wider organisational strategy
- Manage the **development and production of content and resources** for existing and potential new schools accessing the LPP.
- Where applicable **work in partnership** with local and national agencies (UK Coaching, Sport England) to identify and share examples of good coaching practice and future development opportunities

3. KEY DUTIES

3.1 PRIMARY SCHOOL RESOURCE PACK / PERSONAL DEVELOPMENT PROGRAMME

- Work with the Head of Commercial in identifying other educational outcomes that fencing can derive. Building upon the work of the Primary School Resource Pack intents of exploring **resilience** and a child's **self-efficacy**
- Take full product ownership on the establishment of new schools wishing to deliver the Primary School Resource Pack i.e. making iterative adjustments and ensuring there is an informed, inspired and trained workforce to deliver to partners
- Lead on the constant evaluation and development of the customer journey of a school, ensuring all needs are met and taking full ownership and responsibility customer experience and subsequent renewal
- Meet face to face with prospective schools and present offers that suit the school's needs, taking a consultative approach with new opportunities, ensuring the school is getting value at each stage of the process
- Find ways to share insight on licensed partners and be an internal champion of their delivery
- Develop the resources and associated collateral that is required for school delivery and interaction with BF. For example, taking control of a new ordering of Achievement Award e-commerce function
- Ensuring that all licensed partner schools are delivering the BF Achievement Awards, by monitoring the orders of the Achievement Awards per school and ensuring year on year maintenance and/or growth in this area

3.2 EXPLORE FENCING COURSE AND TEACHERS ONLINE CPD LEAD

- Lead and manage the development & implementation of new teachers taking the short course and following up in a timely manner to monitor and support their onward delivery
- Taking a lead on the BF Learning Zone and administering all teachers onto the online training. Acting where needed to improve the product experience by liaising with internal colleagues to further develop learning with an LPP wide impact
- Produce regular content for the BF Sword Magazine, website and social media to profile best practice and the licensed partner's impact
- Manage and track all leads by effective pipeline management

3.3 GENERAL DUTIES

- Generate regular stories of the work that BF are doing within education.
- Liaise with the Communications department to ensure LPP delivery is being understood and externally shared

4. PERSON SPECIFICATION

4.1 QUALIFICATIONS & EXPERIENCE

- 5 years of industry related experience i.e. education, sport and physical activity (essential)
- Evidence of continued professional development (desirable Personal Development programmes, leadership, sport enrichment)
- Promotional marketing and selling experience (professional or personally gained)

4.2 KNOWLEDGE

- Ofsted and curriculum planning (desirable)
- Understanding of Education funding (desirable)
- Understanding of relationship management techniques (essential)
- Have a good knowledge and experience of working alongside or within the education sector (essential)
- Modern day coaching practices and principles (desirable)
- Breadth of understanding in marketing and sales tactics (essential)

4.3 SKILLS AND ABILITIES

- Exceptional communication skills – both written and verbal
- Very strong negotiation and influencing skills – with ability to robustly handle challenging situations in a professional manner
- Accurate self-awareness to adjust communication styles to different audiences
- Ability to work under pressure, and to balance conflicting demands and meet tight deadlines
- Proven use of IT systems and high level of competency in the use of MS Office incl Excel, Word and Power Point
- Ability to draft agreements (from template) or contracts with good attention to detail

- Ability to explain ideas/concepts in a clear and evidenced way
- Well-developed management skills
- Ability to create and commit to personal development plan
- Ability to influence, persuade and manage individual differences and group dynamics using appropriate techniques and communication strategies to gain acceptance of ideas and plans
- A clean UK driving license and ability to use own car to travel to meetings is needed for this role (relevant mileage claimable)

4.4 PERSONAL DISPOSITION

- Solution and outcome focussed
- Passion for self-development
- Passion for sport, physical activity and Physical Education
- Strong desire to excel at whatever task is at hand
- Adaptable and flexible interpersonal style to help build collaborative working relationships
- Personal integrity and the ability to invoke trust and respect from others
- Self-motivated and personally accountable for own performance
- Resilient, particularly in response to failure or challenge