



# Senior Manager, Corporate Partnerships

November 2024

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## About WeForest

WeForest is an international NGO headquartered in Brussels with teams and projects across Africa and Latin America - with a focus on its entities in Zambia, Ethiopia, and Malawi.

The aim of WeForest is to demonstrate, through the restoration of entire regions, that well-planned reforestation can be the solution to today's biggest challenge: climate change. This is done by promoting Forest and Landscape Restoration best practices and through the creation of a global movement engaging brands, and their customers to act toward their aims.

## The Role

<b>Role:</b>	Senior Manager, Corporate Partnerships
<b>Scope:</b>	WeForest Global (Brussels HQ + entities in Ethiopia, Zambia, and Malawi)
<b>Location:</b>	Hybrid; Belgium, Europe or UK (within commuting distance to Brussels strongly preferred)
<b>Reporting to:</b>	Director of Growth
<b>Type of Contract:</b>	Full-time employee or consultant (depending on preference and country of residence)
<b>Salary:</b>	EUR 80,000 - 85,000 plus benefits (depending on location and working arrangements)



**Direct Reports:** Business Development Manager, Corporate Sponsorships Lead & Partnerships Manager

**Benefits:** Benefits are defined for employees residing in Belgium, France and Netherlands but may change based on a different country of residence. For Belgium, France and the Netherlands, details can be provided on request.

## Job Summary

We're seeking our first **Senior Manager, Corporate Partnerships** to drive the evolution of WeForest's corporate partnerships model and strategy as our scope and impact grow.

This is a new role, designed to bring leadership and continuity to WeForest's Corporate Partnerships team and portfolio. The Senior Manager will provide critical support to the senior leadership team toward WeForest's strategy and mission, playing a key role in doubling our impact over the next three years.

Reporting to the Director of Fundraising, the Senior Manager plays a pivotal role in securing and nurturing high-impact, seven-figure, multi-year partnerships with corporations. This role is intricately tied to both market strategy and relationship management, connecting corporate sustainability strategies with WeForest projects and programmes. You will have a key role in identifying and pursuing new corporate segments and offerings to enhance our portfolio and diversify our income streams.

As Senior Manager, Corporate Partnerships, your task is twofold: cultivating new relationships and strengthening existing ones to grow both our visibility and your portfolio - reaching €5-6M annually in the next two years. Beyond that, your priority will be leading a team that manages existing corporate partners, business development, and marketing-driven corporate sponsorships.

## Role Responsibilities

- **Fundraising:** Build and maintain a €5-6M portfolio from Day 1.
- **Partnership Development:** Identify and engage corporate partners that align with WeForest's mission. Tailor partnership strategies to meet the specific needs of partners focused on sustainability and corporate responsibility, securing multi-year, six- and seven-figure relationships.
- **Market Awareness:** Stay informed about corporate sustainability trends and drivers, including shifts towards SBTi and regulated corporate reporting as well as biodiversity and nature-positive contributions, to guide effective partnership strategies.
- **High-Touch Relationship Management:** Cultivate and manage deep, trust-based relationships with high-value corporate partners. Focus on personalised solutions that go beyond traditional sponsorship models.



- **Cross-Functional Collaboration:** Work closely with internal teams, including Marcomm and Finance, to ensure a unified approach to external partnerships.
- **Data-Driven Decision Making:** Prioritize and manage high-return opportunities using data to inform strategic decisions.
- **Strategy:** Oversee the evolution and implementation of WeForest's new corporate partnerships strategy, driving the next stage of organisational growth and stability.

## Candidate Profile

### Required Experience

- **Fundraising and Partnerships:** Track record of securing six- and seven-figure corporate contributions. Proven experience stewarding corporate partnerships, from prospecting through to the development and management of long-term, high-value relationships.
- **Sector Knowledge:** Experience in the sustainability sector and a sound understanding of carbon impact, with the ability to communicate WeForest's expertise and impact to potential and existing partners. Familiarity with global sustainability trends and corporate sustainability reporting frameworks.
- **Project Management:** Demonstrated experience managing multiple projects simultaneously, ensuring successful delivery of partnership goals. Securing today's partners while building the pipeline for the future.
- **Data-Driven Decision Making:** Experience analysing and applying data to inform strategic decisions. Familiarity with Salesforce or other CRM software.

### Required Skills & Personal Qualities

- **Strategic and Analytical Thinking:** Ability to develop data-driven strategies to build and manage a high-value donor pipeline, ensuring sustainable, diversified funding and aligning corporate partner needs with WeForest's goals to create win-win partnerships. Ability to maintain strategic oversight of the entire engagement process, from driving pipelines through to project management, in alignment with WeForest's fundraising and marketing strategies.
- **Financial Acumen:** Ability to structure and negotiate partnership agreements that include complex financial arrangements.
- **Communication:** Strong written and verbal communication skills, with the ability to craft compelling narratives for corporate audiences.
- **Leadership:** Demonstrated leadership skills with the ability to motivate teams and align priorities with strategic goals.
- **Innovation and Resilience:** Creative problem-solving skills with an analytical mindset. Adaptable and resilient with the ability to navigate challenges, ensuring continued growth in a dynamic environment.
- **Language Proficiency:** Fluent in spoken and written English; proficiency in additional European languages (Dutch, French, or German) is a significant asset.



- **Environmental Dedication:** A deep commitment to WeForest’s mission and values.

## We place great importance on values...

...and seek to recruit colleagues who align with our organisational principles. We are committed to promoting a work environment characterised by **collaboration, courage, excellence, integrity, passion, and transparency**. We believe that these values are essential for driving positive change and achieving our mission of forest restoration and sustainable development. Thus, we require candidates to wholeheartedly embrace and embody these values throughout their work with us.

## How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process. The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Documents Name-Date (ddmmyy) e.g., Marine-Helsen-CV-112024-WeForest or Marine-Helsen-CoverLetter-112024-WeForest.

### Timeline

**Closing Date:** Sunday 15<sup>th</sup> December 2024

**First stage interviews:** w/c 6<sup>th</sup> January 2025

**Final interviews:** TBC

### Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.

### Equality Statement

Equality and diversity are at the core of WeForest’s values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.



## Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email Erica Turley at [eturley@oxfordhr.com](mailto:eturley@oxfordhr.com) in the first instance.

## About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have.

Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success. We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions. Learn more at: [oxfordhr.com](http://oxfordhr.com)