# Senior Corporate Development Manager

# Candidate Information Pack

## October 2026

# Senior Corporate Development Manager

The Corporate Development Team at Hospice UK has built a strong foundation for corporate partnerships through a clear and focused strategy, securing early successes. We are now seeking an ambitious and experienced Senior Corporate Development Manager to help unlock the next phase, securing transformational partnerships that raise awareness of hospice care and generate vital income for Hospice UK.

You will lead the growth of Hospice UK's corporate partnerships portfolio, driving new business whilst maximising value from existing relationships.

As a commercially focused business development professional, you will have a proven track record of securing and growing partnerships. You will be skilled in building pipelines, developing compelling proposals, engaging senior decision-makers and identifying opportunities for growth. With a strategic and innovative approach, you will create high-value partnerships that strengthen income generation and support our ambitious plans.

This is an exciting opportunity to play a leading role in growing support for Hospice UK and helping hospice care reach more people across the UK.

| | |
|---|---|
| **Reporting to** | Deputy Director of Income Generation |
| **Line Manager to** | Senior New Business Executive and Partnerships Manager |
| **Salary** | £52,409 per annum |
| **Contract** | Permanent |
| **Based at** | The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is a short walk from King's Cross station in London.<br><br>For this role, we need someone to come into the office at least one day a week, on a Tuesday. A day where all of Income Generation and Grants come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time. |

You can read lots more about what it's like to work at Hospice UK on our website in the About Us section and on YouTube channel).

# What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever. Our mission is to promote and protect hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to deliver the best, most personalised care. We fight to make sure hospices can thrive – today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness or approaching the end of their lives. So, we do everything we can to support hospices' incredible, invaluable work.

**"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."**

Millie, Office Manager

Our ambitious new five-year strategy for 2024-2029 is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

- **To improve equity of access**: we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.
- **To enhance quality care**: we will support hospices to deliver individualised quality care amid rapidly changing demands.
- **To achieve sustainability**: we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

# Our values

We are inclusive, collaborative, compassionate and innovative.

**Inclusive:**

- Value every voice
- Embrace difference
- Champion belonging

**Collaborative:**

- Share openly
- Build bridges
- Work brilliantly together

**Compassionate:**

- Be kind
- Looking out for each other
- Listen without judgement

**Innovative:**

- Be brave
- Be curious
- Keep learning

# About the team



# Your Team

The Corporate Development team is made up of 12 colleagues working across Compassionate Employers (5), Commercial (3) and Corporate (3), and forms part of the wider Income Generation and Grants directorate of 27 colleagues.

Within this, the Corporate team includes the Senior Corporate Development Manager (this role), Senior New Business Executive and Partnerships Manager, supported by the Deputy Director of Income Generation. Together, the team raises more than £2 million each year and has an excellent track record of developing successful, long-term partnerships with leading organisations.

The Senior Corporate Development Manager role is an established position, with the previous postholder having been in the role for more than three and a half years. Across the wider team, colleagues bring a diverse range of experience from the private, public and voluntary sectors, with lengths of service ranging from six months to seven years. This breadth of expertise creates a strong mix of skills, perspectives and ideas.

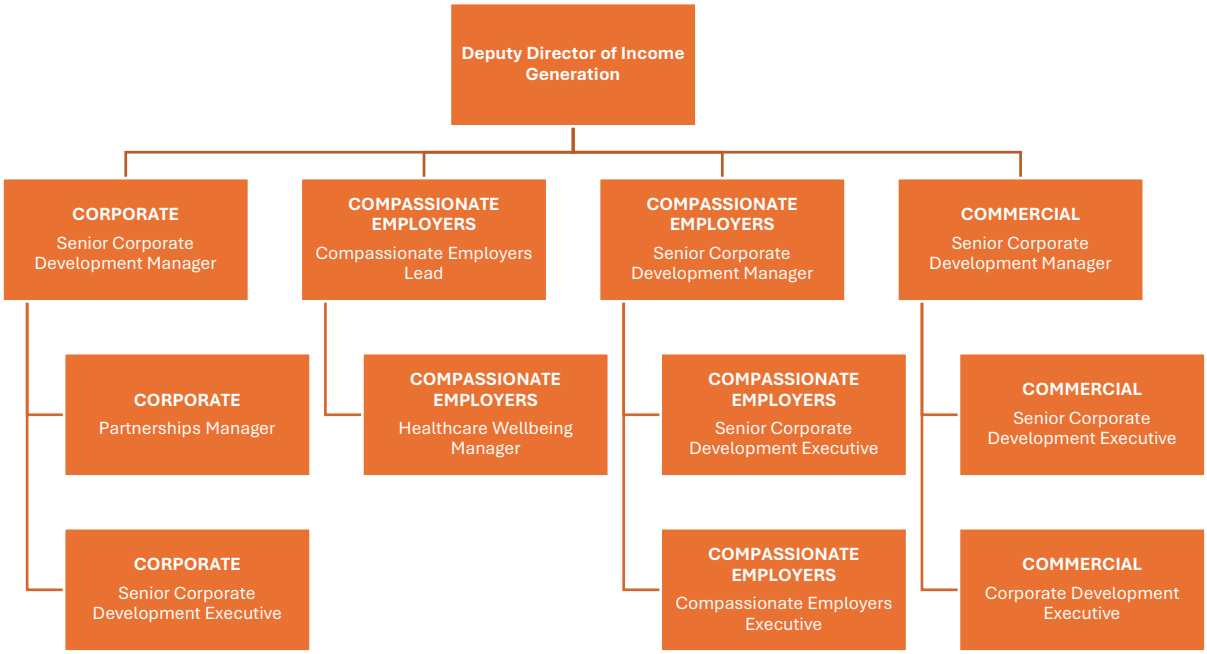
We are a supportive, ambitious and collaborative team, with shared values and a common goal: to help ***deliver hospice care for all by building substantial, sustainable and quality corporate partnerships.***

Some useful links for more information on the Corporate Development team:

- Become a Corporate Partner | Hospice UK
- Our Corporate Partners | Hospice UK
- Workplace Wellbeing Support | Compassionate Employers | Hospice UK
- Commercial Opportunities | Hospice UK

**"I've been at Hospice UK for 5 years and I love working here. It's an incredible organisation to work for, that truly looks after the wellbeing of the whole team. Our approach to flexible working is brilliant, giving people the autonomy to make the decision on what mix of working from home and the office works best for them. I'd definitely recommend working here and look forward to welcoming you to the team."**

**Paul,** Corporate Development Manager (Compassionate Employers)




# Your manager

Your line manager will be Kathryn Brennan. Kathryn is Hospice UK's Deputy Director of Income Generation.

Kathryn has been with Hospice UK for nearly seven years and leads the Corporate Development team, driving income growth through corporate partnerships, commercial products, and strategic fundraising initiatives. She also supports the wider Hospice Income Generation Leaders network through conferences, webinars and sector-wide collaboration. Kathryn has worked in healthcare charities for over 15 years, including roles at Alzheimer's Society before joining Hospice UK.

Kathryn Brennan (Young) | LinkedIn

# Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

### Your Key Relationships

At times you'll work with all colleagues across Hospice UK as we all have specialisms to share with one another, but the most important working relationships outside your immediate team will be:

## Communications

We work very closely with the Comms team, sat within External Affairs directorate. Through our dedicated Partnerships Marketing Manager (sat in the Comms team but supports our partnerships), we receive direct support on our high value partnerships, such as National Garden Scheme and Postcode Lottery. This role will support the Partnerships Manager to work directly with the Partnership Marketing Manager to create yearlong marketing and comms plans.

## Programmes

Our Programmes Directorate support our New Business function, through supporting on our restricted and unrestricted proposals. They also provide data for our impact reports and case for support.

## Finance

This role will work closely with the Finance team with existing and new partnership budgets, KPIs and reporting. Helping to produce robust reporting with clear narrative and consistent reforecasting.

**"I really enjoy working at Hospice UK because I feel supported by a great team and have the flexibility to approach my role in a way that works for me. I enjoy what I do and the variety that comes with my role, which keeps things interesting and rewarding. Having been here for over four years, I've had the opportunity to grow, develop and build strong relationships along the way. The supportive team culture, flexible approach and enjoyment I get from my role are the main reasons I'm still proud to be part of the team."**

**Paula,** Corporate Development Manager

# About the job



# Job Description

This is an exciting time to join Hospice UK. Hospice care is firmly in the public spotlight, creating a real opportunity to build new partnerships and unlock new sources of income.

You'll join us at a pivotal moment, with the opportunity to make a visible impact for hospice care while building your own profile, experience and career. If you're ambitious about what you can achieve and want your next career move to have real purpose, this could be it.

The Corporate Development Team at Hospice UK has built a strong and successful new business function, moving from reactive charity of the year applications to a proactive, strategic approach. This has created a solid foundation for growth, with the team exceeding income targets in recent years and securing a number of partnerships.

We are now seeking an ambitious and experienced Senior Corporate Development Manager to build on this momentum, driving the next phase of growth through high-value corporate partnerships, sponsorships and cause-related marketing opportunities. The role will be responsible for developing a sustainable pipeline of prospects, securing transformational partnerships and maximising long-term corporate income.

Alongside leading new business activity, the postholder will oversee and grow Hospice UK's established partnership portfolio, supporting and coaching the Partnerships Manager whilst identifying opportunities to increase value and impact across existing relationships. Current partnerships include:

- **National Garden Scheme**: Our flagship partnership of more than 30 years has raised over **£8.5 million** for hospice care since 1996. In 2027, the National Garden Scheme celebrates its centenary.
- **Postcode Lottery**: Since launching in 2024, the partnership has generated over **£2 million**, including a successful fundraising campaign with Strava.
- **Blue Diamond Garden Centres**: A new employee fundraising partnership launched in 2026 across 53 garden centres.
- **The Screwfix Foundation**: Established in 2025, the partnership includes a £100,000 funding pot to support hospices across the UK.
- **Celebration Day**: Returning for its third year in May 2027, this growing national campaign encourages people to pause, remember and celebrate those who have shaped their lives.
- **And many more.**

As a senior member of the team, you will lead both New Business and Partnerships activity, line managing the Senior New Business Executive and Partnerships

Manager. You will work closely with colleagues across Hospice UK to develop corporate engagement opportunities that support fundraising, Compassionate Employers and wider commercial activity.

We are looking for a commercially minded relationship-builder with a strong track record of securing and growing corporate partnerships. You will be skilled in developing robust pipelines, engaging senior decision-makers, identifying opportunities across existing relationships and converting prospects into long-term supporters. With energy, strategic thinking and strong leadership skills, you will help shape and deliver ambitious growth plans that increase support for Hospice UK and hospice care across the UK.

This is an exciting opportunity to play a leading role in the continued growth of our corporate portfolio, developing compelling partnership opportunities and securing lasting relationships that deliver both impact and income.

# Key tasks and responsibilities

Leading both the New Business and Partnerships areas, you will devote most of your focus to identifying and securing new partnerships, with around 80% of your time dedicated to new business and 20% focused on supporting and coaching the Partnerships Manager to strengthen and grow existing partner relationships.

**Business planning**

- Drive the new business strategy, building a strong pipeline of opportunities and developing strategic relationships that deliver sustainable growth and long-term value.
- Distribute the workload in the team and support the Senior New Business Executive and Partnerships Manager to drive activity forward.

**New business**

- Lead the development and delivery of the New Business strategy and annual business plan, managing and supporting the Senior New Business Executive to achieve ambitious income targets.
- Identify, secure and develop high-value partnerships with organisations where there is strong alignment and mutual benefit, creating innovative and compelling partnership propositions.
- Develop a strong understanding of corporate social responsibility (CSR), environmental, social and governance (ESG) priorities, and the Sustainable Development Goals to position Hospice UK as a valuable partner that can help organisations achieve their business and social impact objectives.
- Work closely with the Senior New Business Executive to research, build and maintain a robust prospect pipeline.

- Produce persuasive, tailored and emotionally compelling proposals, pitches and presentations, leading prospect meetings and working collaboratively with the Deputy Director of Income Generation, Director of Income Generation and Grants, and other colleagues to secure new partnerships.
- Develop a strong understanding of Hospice UK's programmes, priorities and strategic objectives, identifying opportunities for corporate partnerships to maximise impact and income.
- Monitor market trends, emerging funding opportunities and changes within the corporate landscape to identify and capitalise on new business opportunities.
- Collaborate across Income Generation and Grants, Communications and wider Hospice UK teams to maximise networks, influence and engagement opportunities that support new business growth.
- Work closely with the Compassionate Employers and Commercial teams to grow existing relationships, transforming transactional support into long-term, strategic partnerships.
- Represent and champion Hospice UK across the charity, corporate and business sectors, raising the organisation's profile and building influential relationships with key stakeholders.
- Maintain an excellent understanding of the hospice sector and articulate the impact of hospice care in a way that inspires organisations to partner with and invest in Hospice UK.

**Partnerships**

- Lead the effective stewardship and growth of Hospice UK's corporate partnerships portfolio, supporting the Partnerships Manager to build strong, strategic relationships that deliver and exceed agreed income targets.
- Develop partnership proposals, identifying opportunities across Hospice UK to increase funding, engagement and long-term partnership value.
- Maintain a strong understanding of the corporate partnerships landscape, proactively identifying market trends, opportunities and insights that can support wider team objectives.
- Build and nurture relationships with senior stakeholders and key decision-makers within partner organisations, positioning Hospice UK as a valued and trusted partner.
- Lead and support the Partnerships Manager to monitor, analyse and report on partnership performance, income targets, risks and growth opportunities.
- Work with the Partnerships Manager and Deputy Director of Income Generation to develop comprehensive account growth plans, incorporating income generation, communications and stakeholder engagement activity.
- Oversee the production of high-quality impact and stewardship reports, demonstrating the difference corporate partners' support makes to Hospice UK and hospices across the UK.

- Drive partnership renewal and retention, identifying innovative opportunities to maximise income, deepen engagement and create cross-organisational value through collaboration with other teams.

**Line Management**

- Lead, coach and line manage the corporate team, setting objectives, targets and monitoring development and performance.

**Other tasks and responsibilities may include**

- Collaborate closely with the Compassionate Employers Programme team to identify shared prospects, maximise cross-selling opportunities and strengthen engagement across Hospice UK's corporate portfolio.
- Work in partnership with the Commercial team to generate and progress opportunities for commercial sponsorship, ensuring effective prospect sharing and joined-up relationship management.
- Build strong internal relationships with Development Managers, actively networking with senior stakeholders, sharing intelligence and leads, and identifying opportunities to broaden and deepen supporter engagement.
- Utilise the CRM database effectively to maintain accurate and up-to-date records, developing systems, processes and reporting tools that support prospect management, pipeline growth and informed decision-making.
- Monitor performance against agreed targets and key performance indicators, producing timely and insightful reports on income generation and activity for the Head of Corporate Development and Director of Income Generation and Grants.
- Engage with member hospices as required to support the development, pitching and delivery of national corporate partnerships, sponsorship opportunities and public-facing campaigns.
- Contribute to the wider success of the Income Generation team by undertaking additional responsibilities and projects as reasonably required.

# Person specification

We are seeking a commercially minded and ambitious business development professional with a strong track record of securing and growing high-value corporate partnerships. The successful candidate will excel at building and converting robust pipelines, developing creative approaches to engaging prospective partners, influencing senior decision-makers and identifying

opportunities to maximise value across Partnerships, Compassionate Employers and Commercial activities. They will bring energy, strategic insight and excellent relationship management skills to help drive the next phase of growth in Hospice UK's corporate development income.

**Application criteria below:**

| **Essential** | **Desirable** |
|---|---|
| Proven track record of securing significant new business partnerships, generating five and six-figure income opportunities, ideally within the charity or not-for-profit sector. | Understanding of charity-sector corporate fundraising, including cause-related marketing, sponsorship, employee engagement and strategic brand partnerships. |
| Strong knowledge of corporate income generation for charities, with a good understanding of current market trends, opportunities and challenges within corporate-charity partnerships. | Experience of budget management, forecasting, performance analysis and reporting against income targets and KPIs. |
| Experience of developing and delivering successful new business strategies that drive sustainable income growth. | Strong account management experience, including developing long-term partnership growth plans and maximising partnership value. |
| Excellent written, verbal and presentation skills, with the ability to communicate persuasively and confidently to a range of audiences, including senior stakeholders. | Knowledge of corporate social responsibility (CSR), environmental, social and governance (ESG) priorities, and the Sustainable Development Goals (SDGs), and an understanding of how these can align with Hospice UK's mission and partnership offer. |
| Strong negotiation, influencing and commercial skills, with the ability to maximise partnership opportunities and secure mutually beneficial outcomes. | Experience of working across complex organisations and building effective internal and external stakeholder networks. |
| Experience of building relationships with senior decision-makers and successfully managing a range of stakeholder relationships. | Strong organisational and project management skills, with the ability to manage a varied pipeline of opportunities and competing priorities. |

| | |
|---|---|
| Able to work in line with our values: collaboration, compassion, inclusive, innovative and knowledgeable | |

# Terms & Conditions



| | |
|---|---|
| **Contract** | Permanent |
| **Salary** | £52,409 per annum |
| **Probation period** | Three months |
| **Notice period** | Two months |
| **Work Pattern** | 35 hours (5 days) per week. We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details. |
| **Pension** | You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary. |
| **Life Assurance** | Is provided upon start date at three times salary, subject to acceptance by our insurers |
| **Cash Health Scheme** | A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. An EAP is also provided within this scheme. |
| **Cycle to work scheme** | Loaning of a cycle via a salary sacrifice scheme. |
| **Season ticket loan** | An interest free loan is available after the completion of probation. |
| **Holiday** | 25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third.<br>The leave year runs from 1 January to 31 December. |
| **Location** | You will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. The Hospice UK Hybrid Working Arrangement is available from the start of your employment.<br>We are looking for someone to come into the office in London on a Tuesday each week. A day where all of Income Generation come into the office. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time. We encourage all colleagues to visit member hospices to help inform our work and you may be able to work from there. |

# About Hospice UK



# Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

**We believe**:

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK, and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

## Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.

- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

**We're proud to be a Gold Standard Compassionate Employer**

This means we go beyond policy to truly support our people through life's toughest moments, like bereavement, caring responsibilities, and serious illness. We offer enhanced leave, trained managers, peer support, and access to wellbeing resources. Compassion is embedded in how we work, lead, and care for each other, every day.

# About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

## External Affairs

This team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care – no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

## Programmes

This team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and webinars, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

## Income Generation and Grants

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Philanthropy
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

## Operations and Transformation

Operations and Transformation teams enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The **Operations team** is made up of our internal support teams:

- **Finance** manages all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.

The **Transformation team** works together to make Hospice UK a super place to work by providing a great colleague experience and continually improving our processes.

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document). They work with managers to recruit new colleagues and provide a comprehensive learning and development offer to help every colleague perform at their best. They help us to focus on the wellbeing of everyone at Hospice UK.
- **ICT and Data** provides the technology and data that helps us all to work efficiently and effectively from anywhere. They collaborate with all teams to improve our processes so that we can deliver excellent services to the hospice sector, members of the public and others.