

Recruitment Pack: Corporate Partnerships Lead

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Introductory message from the Chief Executive

Thank you for your interest in the role of Corporate Partnerships Lead.

We are delighted to provide you with an application pack and it is hoped that the information provided will be of interest and help you with your application process.

Plunkett UK is an established charity dating back to 1919, but our focus is firmly on the present and ensuring our work remains relevant to the communities we seek to represent. Our new strategy (2026–2031) sets out our vision for thriving, inclusive and resilient rural communities throughout the UK, and our belief that community ownership is one of the most powerful ways to make that vision a reality. **Over the next five years, our work will focus on three strategic priorities: stronger community business, stronger movement and stronger Plunkett.**

Plunkett has always been an organisation that adapts and evolves to ensure its relevance to society and is making the most difference to people, place and planet. I joined the organisation in 2007 and was appointed CEO in 2017. I can honestly say, I have never known Plunkett's support be in such demand as it is today, and this reassures me that we are on the right path.

I am particularly proud to be leading Plunkett through its next chapter. Our new strategy will see us balance growth with long-term sustainability to create a stronger and more resilient rural community business sector, while building a more visible, united and influential movement of community businesses and their supporters. We will also strengthen Plunkett, building a financially sustainable, resilient and capable organisation that can lead the movement for the long term. This will include developing a more diversified income model and ensuring the experiences of rural community businesses shape national conversations and are represented with a stronger, more influential voice.





With these exciting ambitions ahead of us, we are looking for new staff to join us who are passionate about our work and want to be part of the journey ahead. It doesn't matter what your role is at Plunkett; we are one team, working together to achieve our goals. Our values – fair, accountable and collaborative – sit at the heart of how we work, and everyone has a voice at Plunkett. If successful, you will be encouraged to use yours, contributing to our culture as well as our future growth and impact. We will continue to invest in our people, culture, governance and leadership, ensuring Plunkett remains a trusted, collaborative and high-performing organisation.

As CEO, I believe in working hard, and set a culture of high quality leadership with ambitious but obtainable targets. It is also my role to ensure everyone is given the opportunity to learn, develop and thrive. But I also strive to create an environment which is fun and rewarding to be part of.

Finally, thank you once again for your interest in Plunkett UK and the position available. I hope that this introductory letter has given you a clear sense of our culture and ethos as well as a feel of what we are looking for. If you decide to apply, we do appreciate how long it takes to apply for jobs and you can be sure we will take time and care in reading your CV and supporting statement.

We look forward to hearing from you and exploring your future with us through our selection process.

Yours faithfully,

James Alcock
Chief Executive



Information about the role

Job Title:	Corporate Partnerships Lead
Location:	Woodstock, Oxfordshire. We value in-person collaboration, and this role is primarily office based, with flexibility available where appropriate and regular travel across the UK.
Reporting to:	Deputy CEO
Responsible for:	Corporate Partnerships Manager and Partnerships Manager
Salary Range:	£30,000 - £47,395 gross per annum
Contract:	Full time, permanent

About Plunkett UK

Plunkett UK, the operational name for Plunkett Foundation, is a national charity supporting people in rural areas to set up and run successful businesses in community ownership.

What is a community business?

Community-owned businesses are owned and controlled by community members, who each have an equal and democratic say in how the business is run. These businesses range from village shops and pubs to community farms and woodlands.

Why do we believe that community businesses are a 'Better form of Business'?

For over a century, Plunkett has seen the power of community ownership create thriving, inclusive and resilient rural communities. Our mission is to help rural communities create and sustain community-owned businesses and to connect them through a stronger community business movement that delivers better business for people, the economy and the environment. We achieve this by helping community businesses in our five priority areas of impact:

- Provide a wide range of services and amenities that communities value and need – enabling people to live independently, particularly in areas of market failure
- Stimulate the rural economy through localised supply chains
- Create access to employment and training and volunteering opportunities – often supporting people who are excluded from the labour market
- Tackle climate change through environmentally responsible behaviours
- Promote equity, diversity and inclusion by creating safe and welcoming spaces for all

Once trading, community-owned businesses rarely fail, having a five-year survival rate of 98% and over twenty-year survival rate of 94%.

How we work:

Plunkett operates as one team. This means that every member of staff is expected to support Plunkett as a whole, and as and when required, this means helping others to meet important targets or complete organisation-wide initiatives. As such, there will be times when you are asked to work on tasks outside of your job description – but it also means that the whole of Plunkett is there to support you when required.

We strive to live up to our values, and be fair, accountable and collaborative in the way that we work – both internally and externally – and we welcome applications from like-minded individuals. As a member of the Plunkett team, you will demonstrate a knowledge, understanding and commitment to equity, diversity and inclusion and its application in all that we do.

Job description

Job Purpose

The Corporate Partnerships Lead will lead the strategic design and long-term growth of Plunkett UK's corporate partnerships, securing income and developing mutually beneficial relationships for Plunkett, our community business members and our corporate partners.

This is a commercially focused business development role, with the majority of time dedicated to opening doors, developing compelling propositions, pitching to new prospects, and securing new income streams. The postholder will develop three complementary forms of corporate relationship: **strategic values-led partnerships, commercially valuable partnerships and sponsorship agreements.**

Working with senior corporate decision-makers, the postholder will understand what businesses are seeking to achieve and design tailored propositions that connect their objectives with Plunkett's vision, expertise and network. Supported by a Corporate Partnerships Manager whose focus will be on the delivery and maintenance of the day-to-day relationships with partners, our new Corporate Partnerships Lead will be confident representing Plunkett as a modern, ambitious and commercially astute organisation at a senior, strategic level.

The postholder will provide leadership and line management to the Corporate Partnerships Manager and Partnerships Manager, ensuring partnership activity is effectively coordinated, relationships are well managed and opportunities are maximised across the corporate partnerships portfolio.

Principal Responsibilities

1. Strategic and values-led partnerships

Secure long-term partnerships with businesses that share Plunkett's commitment to community ownership, rural communities and positive social, economic and environmental impact.

- Build a strong pipeline of prospective partners and convert opportunities into significant, preferably multi-year, financial commitments.
- Design propositions that connect corporate values, ESG and social impact priorities with Plunkett's work.
- Design and oversee opportunities for groups of businesses from aligned sectors to collectively invest in areas of Plunkett's work, while contributing expertise, insight and networks.
- Grow and renew existing strategic partnerships, increasing their financial and wider value over time.

2. Commercial partnerships

Work alongside the Partnerships Manager (Suppliers and Membership), who reports to and sits within the External Relations team, to identify opportunities where businesses can support and add value to Plunkett's members whilst generating income for Plunkett.

- Assessing corporate partnerships pipeline to identify businesses whose products, services or expertise could benefit Plunkett's members and develop propositions that create shared value.
- Ensuring that commercial partnership propositions respond to genuine member needs and deliver high value for our members.
- Understanding partners' commercial objectives and identify appropriate opportunities around customer reach, brand positioning, market development and social impact.
- Assessing existing supplier and corporate relationships to optimise partnership fees, commissions, referral arrangements or other commercial models.
- Protecting the trust Plunkett has with its members by ensuring partnerships offer genuine value to community businesses.

3. Sponsorship and corporate fundraising

Supported by the Corporate Partnerships Manager, design and develop sponsorship products to generate an important complementary source of corporate income.

- Secure sponsorship for Plunkett's campaigns, programmes and events, including the Community Ownership Awards.
- Identify new activities capable of attracting corporate sponsorship and develop compelling propositions around them.
- Ensure significant sponsorship is secured before Plunkett commits resources to delivering sponsored activities, with a clear focus on financial return.
- Develop occasional corporate fundraising and engagement opportunities where these deepen relationships or generate worthwhile additional income.

4. Business Development, Relationships and Performance

Across all three areas, the Corporate Partnerships Lead will:

- Deliver agreed annual income targets and contribute to the development of longer-term income forecasts.
- Proactively generate high-value prospects through research, networking, referrals, direct approaches and Plunkett's wider network.
- Build relationships with senior corporate decision-makers, confidently pitching, negotiating and closing new opportunities.
- Maintain a well-managed pipeline, provide accurate income forecasts and report on performance against agreed financial targets.
- Understand what partners value and ensure relationships are tailored accordingly rather than built around standard packages.
- Maintain senior relationships with key partners, identifying opportunities for renewal and growth.
- Develop Plunkett's corporate partnerships strategy, annual plan and income targets.
- Manage, support and develop the Corporate Partnerships Manager and Partnerships Manager, ensuring clear objectives, high performance and excellent stewardship of partner relationships.
- Coordinate resources and workload across the corporate partnerships team to maintain continuity of service and effective partner management during periods of absence, leave or organisational change.
- Work with colleagues across Plunkett, drawing particularly on Communications and Marketing to provide the materials and activity required to support partnerships.
- Ensure appropriate due diligence and that all partnerships remain consistent with Plunkett's values and charitable purpose.

Person Specification

We are looking for a commercially minded business developer who enjoys opening doors, building relationships and converting opportunities into income. You will play a key role in developing commercially successful partnerships that align with Plunkett UK's charitable purpose, values and strategic objectives.

Essential Experience

You will bring:

- A strong track record in corporate partnerships, B2B sales, sponsorship, business development, commercial account management or a related field.
- Experience developing high-quality proposals, pitches or tender responses.
- Experience managing a sales, fundraising or partnership pipeline through a CRM system.
- Ability to analyse financial and commercial information.
- Demonstrable success in generating new business and securing significant income against financial targets.
- Experience engaging, influencing and negotiating with senior corporate decision-makers, supported by excellent relationship-building and presentation skills.
- Strong commercial judgement and the ability to understand business needs and develop propositions that create mutual value.
- An entrepreneurial and proactive approach, with the ability to identify opportunities and progress them from initial conversation through to agreement and delivery.
- A disciplined approach to pipeline management, prioritisation and financial forecasting.
- Ability to lead and support a colleague while working collaboratively across a wider organisation.

Travel

Regular travel across the UK, meeting new and existing partners will be required as well as ad hoc attendance at member, stakeholder and partner events.

To apply for the role

Please submit an up-to-date CV and covering letter, including a supporting statement of no more than 2 sides of A4 outlining your suitability for the role according to the job description.

Please send your application to: hr@plunkett.co.uk

Closing date for applications: 9am on Monday 12 October 2026

Interview date: w/c 19 October at our offices in Woodstock

Use of AI: It's 2026, and most of us use AI to help with writing in some way. We get it – and to be transparent, AI helped us put this pack together too! But when it comes to your cover letter, we want to get a sense of you: *what motivates you, what you care about, and why this role speaks to you.*

AI can be great for sparking ideas, but it can also smooth out personality and replace it with generic phrases. So, feel free to use it as a tool – but don't let it take over. We'd much rather read something genuine and personal than something perfectly polished but anonymous. A cover letter with your real voice is far more valuable to us than one that sounds like it was written by a bot.

Optional video response: As part of your application, we'd love to invite you to share a short video responding to the question: **"Tell us what excites you most about this role."**

This is simply a chance for us to get to know you a little better and to hear, in your own words, what has drawn you to the role and to Plunkett UK. There's no need for anything polished or formal – we're just interested in what genuinely motivates you.

If you'd like to take part, please upload your video following instructions in this secure link: [Instructions for video upload – Fill in form](#)

Data protection

Files uploaded via this link are stored securely by **Plunkett UK** and accessed only for recruitment purposes, in line with our data protection policies.

Video guidance

- **Length:** Up to 2–3 minutes
- **Format:** MP4 (preferred)
- **Recording:** Phone, tablet, or laptop
- **File name:** Please use the style **FirstName_LastName_Corporate Partnerships Lead**
e.g Alex_Taylor_Corporate Partnerships Lead_Video

Accessibility and alternative formats

We want this process to be welcoming and accessible for everyone. If a video isn't right for you, that's absolutely fine. You're very welcome to include a **written response** instead (up to **300 words**) as part of your application. ***Choosing either option will not disadvantage your application.***

Our commitment to Equity, Diversity & Inclusion

Our approach to EDI goes beyond ‘protected characteristics’ to thinking more broadly about inclusion. Every individual will think and feel differently and we believe that these differences should be embraced, and individual needs taken into account. Additionally, the makeup of the rural communities we work with leads to their own particular diversity and exclusion challenges and opportunities compared to urban areas. Our commitment to EDI, both internally and externally, has been tailored to Plunkett and the communities we serve.

Plunkett benefits

Pension

Plunkett UK operates a workplace pension scheme. Plunkett currently contributes 6% of your gross basic salary to the scheme.

In addition, a salary sacrifice scheme is available which gives you the option to exchange part of your salary for pension contributions. This is an ‘opt in’ scheme which means you will not be automatically enrolled into this scheme.

Life Insurance

Plunkett operates a non-contributory life insurance scheme. In the event of the death of an employee, the insured sum (currently 3 times salary) will be payable to the named beneficiary(ies). This scheme is arranged with MetLife for the benefit of permanent full-time and part-time employees between the ages of 18 and 65 only.

Living Wage

We believe in rewarding staff fairly for the jobs that they do, and fostering a positive working environment, and we believe that our salaries and terms and conditions reflect this. We are a Living Wage-accredited employer, meaning all our staff and contractors are paid at least the Living Wage.

Annual Leave

The average UK holiday entitlement including public holidays is 33.5 days.

Plunkett’s holiday entitlement is **35 days**. All Full Time Plunkett employees are eligible for 27 days’ paid holiday in addition to the 8 statutory bank holidays (Christmas Day, Boxing Day, New Year’s Day, Good Friday, Easter Monday, May Bank Holiday, Spring Bank Holiday and Summer Bank Holiday). Part Time Employees’ holiday entitlement is calculated on a pro rata basis

Long Service Leave

Plunkett provides long service leave as follows:

- An additional two days awarded following five years’ service
- A further two days after ten years’ service
- A final two days after fifteen years’ service i.e. maximum 33 days paid holiday excluding statutory holidays and calculated pro rata to the hours you work.

Birthday Bonus

In addition to holiday entitlement, we offer an additional day’s leave on or around staff birthdays. This is a discretionary benefit which is reviewed annually.

Volunteering Days

We offer staff the opportunity to volunteer for up to 14 hours per annum within their working time. This may be used in their own community, at a community business or by serving on a board of trustees for a charity of their interest.

Employee Assistance Programme (EAP)

An EAP is a confidential service offering support and guidance on a wide range of personal or professional issues that may affect your health and wellbeing. This is a discretionary benefit.

Flexibility in working

We offer ad-hoc flexibility on request to enable staff to accommodate personal events and appointments and commitments as required. To arrange this please speak to your line manager. With effect 2 October 2024 this includes flexibility to manage your contracted working hours between the hours of 8 am till 18.00 pm (Monday to Friday).

Training

Plunkett believes that well trained employees are key to business success and is committed to developing its staff. Training needs will be discussed with your manager during annual performance reviews, but you are encouraged to discuss training with your manager if / when the need arises. A generous annual training budget is developed based on individual, department and organisational needs.

Mental Health First Aider (MHFA)

Plunkett considers your wellbeing and mental health to be very important. We have invested in colleague training; Mary Boullin is our current MHFA.

Christmas Party

Plunkett organise and fund an annual 'staff only' event provided during working hours.

Office environment

We provide a pleasant and modern working environment. This includes a well-equipped kitchen which provides tea/coffee and milk free of charge; a breakout area for lunch and breaks; and a garden area which is maintained by staff volunteers. The office is also based a short walk from services in Woodstock and surrounded by public footpaths offering local walks in the open countryside and Blenheim Palace parkland.

Parking/Transport

Woodstock is served by good public transport links and the office has some on-site parking.



The Quadrangle, Banbury Road, Woodstock,
Oxfordshire, OX20 1LH

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info@plunkett.co.uk

www.plunkett.co.uk

Plunkett Foundation is a registered charity, numbers CC 313743 (England and Wales) and SC 045932 (Scotland). It is a company limited by guarantee, registered number 00213235.

 **Plunkett UK**
Rural Community Business