

Head of Commercial Partnerships			
Based	1 Wimpole Street, London	Travel	No travel required
Reports	1	Reports to	Director of Partnerships
Seniority	Head of Department	Hours	35 hours per week, Monday to Friday (Additional hours may be required at busy times,)
Key areas of influence	<p>Develop and implement the RSM new business strategy, including reviewing and updating sponsorship packages and corporate membership.</p> <p>Identify and onboard new commercial partnerships.</p> <p>Lead the sponsorship/business development team.</p>		
Key contacts	<p>Internal</p> <ul style="list-style-type: none"> • Key internal relationships will be with heads of departments including: Deputy Dean of Education, Head of Strategic Marketing, Head of Communications, Head of Membership, Head of Finance, Head of Commercial Services. • This role will also work closely with senior volunteers at the RSM – predominantly the Section Presidents. <p>External</p> <ul style="list-style-type: none"> • Key external relationships are with commercial and other organisations involved in partnerships, reciprocal membership and medical education organisations. 		
Facts and Figures			
<p>Responsible for developing and implementing RSM’s new commercial partnerships strategy, this will include having significant knowledge of the healthcare sector and commercial opportunities.</p> <p>Team development, working with the sponsorship team to grow and ensure the sustainability of this area of income through achieving multi-year sponsorship deals.</p> <p>Market research and horizon scanning, ensuring the RSM are creating appealing and timely proposals for corporates to engage with.</p> <p>Knowledge of contracts, commercial partnerships and the UK healthcare sector.</p>			
Key Outcomes (Role Purpose)			
<p>The Head of Commercial Partnerships is responsible for driving revenue growth through the strategic development and management of sponsorship, corporate membership, and new business partnerships. This is a critical role in the Partnerships’ team in terms of expanding the RSM's commercial portfolio, increasing the value we provide to our partners, and supporting our broader mission.</p>			

Key Objectives (Role Responsibilities)

Strategy Development

- Develop and lead our business development strategy and plan to consolidate our current portfolio and identify new areas of growth
- Provide strategic oversight and management to improve business development function and increase commercial revenue, particularly across event sponsorship and corporate membership

New Business

- Drive lead generation and manage a sales pipeline, ensuring new business targets are met
- Identify new revenue streams and business opportunities within the healthcare and medical sectors which will attract new partners

Sponsorship Management

- Oversee the management of the sponsorship team
- Review and improve the RSM sponsorship offer
- Identify new sponsorship opportunities and oversee the relationship management with current sponsors to maximise engagement and satisfaction
- Lead negotiations with sponsors to secure long-term, high-value agreements which support the RSM's educational offering

Corporate Membership Growth

- Drive the growth of RSM's corporate membership programme by identifying, prospecting, and securing new corporate members.
- Build and maintain strong relationships with key corporate members, ensuring their needs are met and value is delivered.
- Develop tailored partnership packages that meet the needs of corporate clients and align with RSM's goals.

Market Research

- Provide research and insights into the sector, to ensure RSM's commercial partnerships offering is competitive and appealing to partners

Stakeholder Management and Reporting

- Collaborate with internal stakeholders, including senior leadership, marketing, events, and membership teams, to ensure the seamless delivery of commercial partnerships.
- Provide regular reports and analysis on partnership performance, revenue generation, and market trends.

Compliance

- Ensure that all partnership agreements are aligned with RSM's values, brand, and regulatory guidelines.

Team Leadership and Development

- Manage the Sponsorship Team

Person Spec- Key Competencies

Person Spec

Personal attributes, knowledge, experience & qualifications - Essential

- Experience in a senior commercial partnerships of business development role, ideally within medical, healthcare, charity or professional membership sectors;
- Strong track record of securing high-value sponsorship deals and driving new business growth;
- Excellent negotiation and communication skills, particularly with the ability to present complex concepts and value propositions to diverse audiences;
- Relationship management skills, particularly an ability to engage and influence a wide range of stakeholders, including senior executives, sponsors and corporate members;
- Excellent interpersonal, time management and communications skills;
- People management;
- Budget management.

Person Spec

Personal attributes, knowledge, experience & qualifications - Desirable

- Experience of working in a healthcare-related environment particularly with medical associations, professional bodies or event-based sponsorship;
- Knowledge of the medical conference landscape.

Organisational values & behaviours

The post holder must always when conducting responsibilities and interacting with others:

- a) Uphold the RSM values. Specifically treating others with RESPECT, INVESTING in people to help them develop and grow, striving to continuously IMPROVE what we do by setting ourselves and others stretching objectives and measuring outcomes, LISTENING to colleagues, customers and COLLABORATING to achieve more new ideas, DELIVERING our intentions.
- b) Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards.

- c) Adhere to the Society's GDPR regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner.
- d) Fully subscribe to the spirit of and adhere to the Society's people policies the RSM's Code of Conduct.

