



Strategic Partnerships Lead – Job Description

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| Job Title | Strategic Partnerships Lead |
| Reporting To | Business Development Executive |
| Job Type | Full Time |
| Job Responsibilities: | |
| <p><u>Industry Mapping:</u></p> <ul style="list-style-type: none">● Stay up-to-date with the most recent industry trends to set up the right working relations.● Build knowledge on the industry and the business to identify opportunities.● Develop new business through cold calling, networking, and warm leads to build strategic long-lasting B2B partnerships.● Plan, create and propose business opportunities for collaborating with partnerships. <p><u>Market Research:</u></p> <ul style="list-style-type: none">● Follow up, educate, and close a substantial volume of partnership.● Continually improve the company's partnership practice, grow its portfolio of partners, create go-to-market plans, drive expansion opportunities, and manage and grow the partnership.● Researching Market trends and tools to fulfill customer needs through integration partnerships● Approach new partners to fulfill needed business KPIs and strategy.● Research and analysis of the market to identify collaboration opportunities.● Discover/open a network and extend/manage relationships with prospective partners.● Based on the internal/external analysis, develop tactics to increase income and awareness through partnerships and collaborations. <p><u>Generating Leads and outreach</u></p> <ul style="list-style-type: none">● Manage pipeline and generate new partnerships leads.● Approach, design, manage, execute partnerships that support ElRehla B2B/Grants and B2C acquisition and growth.● Align partnership collaborations with all activities, and support each pillar by expanding partnership opportunities● Approaching new partners who would support us with public outreach, press releases, public presentations of the work and web site linking and content adaptation.● Follow up on external Delivery/execution of the full agreed on processes of the partner collaboration projects and develop best practice for internal delivery.● Coordinate activities of the partnerships, and assists the team lead in coordinating activities of governmental organizations, private sector business interest, and other partnerships. <p><u>Sponsorships and Project Management</u></p> <ul style="list-style-type: none">● Develop ElRehla sponsorship packages to meet partners' needs. Keep a database of potential sponsors and manage events' sponsors' acquisition from initiation to closing to achieve targets.● Lead all communication with new/current partners and/or strategic entities.● Collaborate with internal teams to grow channels according to team strategy. | |



- Work on fundraising activities for relevant projects to achieve KPIs.
- Handle partner onboarding process and update partnership processes.
- Deliver/execute full processes of the collaboration projects and develop best practice.
- 20% of annual efforts will be invested in attending partnership negotiation meetings for the following partner types: content partners, activity partners and media documentation partners. These meetings will be held with someone from the content or operations team who will lead the technical part of the meeting.
- Target objectives include increasing sponsorship sales and licensing deals in order to meet the overall business objectives.

Proposal Writing and Follow ups:

- Prepare winning clients quotations, concept notes, and fundraising/corporate proposals.
- Directly manage the development of high-value proposals or bids, and together with the operations team ensure the delivery of high quality projects.
- Draft key sections of proposals that are standard inputs, while drawing on the expertise of the content department.

Database and Data analysis:

- Analyze the current business processes of the company.
- Responsible for the financial analysis in terms of reconciliations, reports, efforts, number of partnerships through every channel, pipeline, etc.
- Keep records.

Skills & Competencies:

- **Ownership & Commitment:** The willingness to put the organization's goals as a priority and achieve excellence by taking personal responsibility for the quality and timeliness of work commitments.
- **Agility:** Demonstrating positive attitude and quickly adapting one's approach to changes in business environment, processes and structure.
- **Result Oriented:** Focusing on achieving results consistent with the organization's objectives and resolving problems to accomplish tasks smoothly.
- **Communication:** Expressing and transmitting information with consistency and clarity, using active listening techniques in order to foster open communication.

Job Requirements:

- Minimum of 3 -5 years of work related experience
- Bachelor's degree in business, marketing, or related field or relevant experience.
- Excellent command of English Language.
- Previous experience in government relations management is a plus.

Working Hours

8 hours/day – 22 day

Environmental Conditions:

50% Indoor – 50% Outdoor

Location

El Rehla Office – Downtown