



World Vision UK Brand Partnerships Manager

Candidate Pack
October 2025



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CHARITY RECRUITMENT

World Vision 



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Introduction

I'm delighted that you're considering joining World Vision UK as our next Brand Partnerships Manager.

This is not just another step in your career, it's an opportunity to use your skills, creativity, and strategic thinking to help transform children's lives around the world.

At World Vision UK, it starts with children. We work alongside families and communities so that every child thrives and their voice shapes change. We provide clean water, education, and healthcare, build life skills in communities, and keep children safe. We respond swiftly in crises and remain to support long-term recovery. Together, we turn hope into action. Across nearly 100 countries, our global community of supporters, volunteers, and partners helps bring opportunity and lasting impact to children and families who need it most.

As Brand Partnerships Manager, you'll play a key role in shaping how we tell our story and who we tell it with. You'll help create partnerships that bring our purpose to life, building awareness, trust, and engagement through collaboration with brands and organisations that share our vision.

You may already have experience leading brand or corporate partnerships, or you may be ready to make the move from journalism, corporate communications, or marketing into this exciting space. Either way, you'll bring ideas, confidence, and a clear sense of how strategic partnerships can inspire the public and strengthen our brand.



If you're driven by purpose, creativity, and the chance to make a tangible difference, we'd love to hear from you. Together, we can turn hope into action for children everywhere.

Claire

Claire Ziwa
Head of Marketing and Communications
World Vision UK

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About us





World Vision UK

World Vision is a global community of millions, working together for one purpose: to change the lives of vulnerable children.

Our supporters, partners and staff join forces with communities on the ground to help children enjoy good health, be educated for life, experience the love of God and their neighbours and are cared for, protected and participating. Together we share proven, world-class development methods to bring food, water, education and economic change.

By working with communities to protect children from violence and neglect, caring for them in emergencies, and challenging everyday injustice for the poor, we enable self-sufficient communities to make real, lasting change. We welcome anyone with the will to make a positive change for children and who shares our vision. Join us.

Our vision is for every child, life in all its fullness.

Our prayer for every heart, the will to make it so.

World Vision has a long history of taking action that transforms the world. Our focus is on helping the most vulnerable children, in the most difficult places, overcome poverty and experience fullness of life. Together we have partnered with millions of children and families to find a way out of poverty, and we're often among the first to help when a crisis strikes.

We help children

As a [Christian charity](#), we help children in some of the world's most dangerous places. We believe it takes a whole community to create happy and fulfilling childhoods. And we work together with communities so they're empowered to do just that.

Our integrated approach includes [water](#), [healthcare](#), [education](#), [child protection](#), and [income generation](#). With the aim of allowing every child to fulfil their God-given potential.

Across almost 100 countries, our impassioned community of supporters, volunteers and community leaders work together to transform children's lives. Together, we will never give up.

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About Us



Focusing on the most vulnerable

Responding to emergencies, from earthquakes to civil war

Last year we reached over 2.5m children in 182 projects across 36 countries

Empowering children and families in extreme poverty

In almost 100 countries, working to end poverty

Protecting children from abuse and exploitation

Challenge all forms of abuse and exploitation, from child marriage to FGM

How we're different

Community-led

We know that communities have the best understanding of their own struggles. And often they also have the best idea of how to achieve their dreams. We simply listen - and give the tools and training for communities to deliver those dreams, transforming the lives of children and their parents. We're most known for [Child Sponsorship](#) which funds a lot of our community development work.

Child-focused

We know that changing a child's life can transform a family, a community and an entire area. In all we do, we work towards children's complete wellbeing, helping them to [overcome poverty](#) and get the education they often long for. It is these children who go on to become the doctors, teachers and engineers of the future.

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Job description





Role details

Job title:	Brand Partnerships Manager
Salary:	Circa £45,563 - £48,375 per annum (depending on experience) + a generous benefits package
Contract/hours:	Permanent – 36.5 hours per week (with some evening and weekend working)
Location:	Milton Keynes / Hybrid / Travel (2-3 days per month onsite)
Travel:	Regular UK-wide and some international travel (up to 4 times per year)
Annual leave:	28 days and bank holidays
Pension:	7% Employer contribution, matched by 3% personal contribution
Team:	Fundraising/Marketing
Group:	Marketing & Comms Department
Line Manager:	Head of Marketing and Communications
Lead:	1 Team Member (Influencer)
DBS required:	Enhanced



Job purpose and context

World Vision is a global Christian humanitarian organisation dedicated to working with children, families, and their communities to tackle the root causes of poverty and injustice. Through advocacy, emergency relief, and long-term development projects, we empower communities to thrive. At the heart of everything we do is a commitment to transform lives and demonstrate God's unconditional love for all people.

Our vision is for every child, life in all its fullness. Our prayer for every heart, the will to make it so.

As Brand Partnerships Manager, you will lead World Vision UK's strategy to build high-value partnerships that drive brand visibility, supporter acquisition, and income growth. Reporting to the Head of Marketing and Communications, you will develop and deliver a commercially focused approach to securing partnerships across corporate, media, sport, faith, entertainment, and other sectors – unlocking new opportunities to extend our reach and diversify funding streams.

This role requires entrepreneurial thinking, strategic relationship development, and commercial acumen to identify, negotiate, and deliver partnerships that align with organisational priorities, strengthen brand positioning, and feed into both current acquisition channels and future funding modalities. You will champion collaborative initiatives with like-minded organisations, artists, events, churches, and platforms – ensuring all partnerships are values-aligned, impactful, and deliver measurable results for children living in the world's toughest places.

Key responsibilities

- Develop and implement a commercially focused brand partnerships strategy that supports organisational objectives for brand growth, supporter acquisition, and income diversification.
- Identify, research, and pursue high-value partnership opportunities across corporate, media, sport, faith, entertainment, and other sectors to drive brand reach and strategic influence.
- Lead partnership negotiations, developing compelling propositions, partnership models, and business cases that deliver mutual value and measurable organisational impact.
- Build, nurture, and manage long-term relationships with key partners and stakeholders, ensuring strategic alignment, strong delivery, and collaborative innovation.
- Oversee the integration of partnership initiatives into fundraising, campaigns, and supporter acquisition plans, working closely with fundraising, digital, and marketing colleagues to maximise ROI.

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Job description



Key responsibilities cont.

- Explore and pilot innovative funding models through partnerships – including shared value projects, licensing, sponsorships, co-created initiatives, and brand extension strategies – to diversify income streams.
- Collaborate with content, digital, and communications teams to deliver high-impact partnership activations, storytelling, and public engagement that enhance brand reputation and supporter trust.
- Monitor, evaluate, and report on partnership performance, using insights to optimise delivery, inform strategic decisions, and demonstrate organisational impact.
- Provide commercial expertise and strategic input to organisational planning, supporting the Chief Fundraising & Marketing Officer with market insights and partnership landscape analysis.
- Ensure all partnerships reflect and uphold World Vision UK's Christian ethos, brand identity, safeguarding standards, and organisational values in external representation.

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Person specification





Core competencies and indicators

Build Relationships

I respect, value and relate appropriately with people of all cultures, faiths and Christian traditional denominations.

Deliver Results

I reinforce unity and trust by acting out my role for broader organisational impact, even if I have to put the work of others first.

Improve and Innovate

I champion and seek to apply new practices and digital technology where this will increase agility and impact.

Embrace Change

I communicate changes in ways that others understand, value and embrace change.

Knowledge/qualifications required for the role

Essential

- Degree or equivalent professional experience in Business Development, Strategic Partnerships, Marketing, or a related commercial discipline.
- Significant experience in developing, negotiating, and delivering high-value commercial partnerships within complex organisations, with a demonstrable track record of results.
- Proven expertise in identifying, researching, and pursuing partnership opportunities across multiple sectors – including corporate, media, sport, faith, entertainment, or technology – to drive brand reach and income growth.
- Deep understanding of commercial partnership models, including sponsorships, licensing, shared value projects, co-created initiatives, and strategic alliances.
- Strong working knowledge of supporter acquisition strategies, digital innovation, and how partnerships integrate into acquisition funnels and broader marketing plans
- Experience creating compelling partnership propositions, pitches, and business cases for senior external stakeholders, board members, and executive leaders.
- Knowledge of emerging trends and innovative funding modalities in the charity sector, including digital giving, social enterprise, brand licensing, and co-branded products or services.
- Experience managing complex stakeholder relationships internally and externally, ensuring effective collaboration, influence, and delivery at senior levels.
- Familiarity with budget management, income forecasting, commercial pipeline planning, and financial reporting for partnership programmes.
- Knowledge of safeguarding, compliance, and brand risk considerations when working with external partners, sponsors, or public figures.



Knowledge/qualifications required for the role

Desired

- Existing networks or contacts within corporate, media, sport, entertainment, or Christian sectors relevant to partnership objectives.
- Experience within international development, humanitarian, or faith-based organisations, demonstrating an understanding of charity brand positioning and supporter motivations.
- Professional accreditation or training in business development, strategic partnerships, commercial marketing, or fundraising innovation.
- Understanding of digital product development, brand extension, or social enterprise initiatives as funding diversification strategies.
- Experience working in matrixed or federated organisations, navigating complex governance structures to deliver partnership outcomes.

Skills and experience required for the role

Essential

- Strategic, commercial thinker, able to develop long-term partnership plans that deliver measurable brand growth, supporter acquisition, and income diversification.
- Entrepreneurial and innovative mindset, proactively identifying and developing new opportunities that drive organisational objectives and unlock market potential.
- Exceptional interpersonal and influencing skills, with proven ability to build credibility, trust, and productive relationships with senior stakeholders, partners, and executives across sectors.
- Advanced negotiation skills, with experience developing win-win propositions, commercial agreements, and sustainable partnership models.
- Strong leadership presence, able to represent World Vision UK confidently in external forums, events, and partnership discussions.
- Excellent planning, organisational, and project management skills, able to manage multiple complex projects simultaneously and deliver to tight deadlines.
- Analytical and financially literate, able to assess commercial opportunities, evaluate partnership performance, and derive insights to inform strategic decisions.
- Confident communicator with strong written and presentation skills, capable of creating compelling proposals, pitches, and partnership materials for diverse audiences.
- Collaborative team player, skilled at working cross-functionally with fundraising, digital, campaigns, and leadership colleagues to integrate partnerships into organisational strategies.
- High emotional intelligence, professionalism, and integrity, with sound judgement in managing sensitive negotiations and external relationships.
- Digitally fluent, with an understanding of how digital platforms, content, and tools can amplify partnership impact and supporter reach.



Further details

Universal acceptance for everyone, everywhere is at the heart of our Christian organisation. We promote diversity of thought, culture and background, which connects the entire World Vision family. As such, World Vision is proud to be an Equal Opportunity Employer. We value diversity and aspire to reflect this in our workforce. We particularly welcome applications from under-represented sections of the community. World Vision UK also operates flexible working policies and practices.

As a child focused organisation, World Vision UK is committed to the safeguarding of children, therefore any offer of employment is conditional upon the successful completion of applicable background checks, including a criminal records check.

As a Disability committed employer we encourage qualified individuals with a disability to apply and request a reasonable adjustment if you are unable or limited in your ability to use or access <https://www.worldvision.org.uk/who-we-are/jobs/> as a result of your disability.

World Vision UK is a registered organisation operating the Misconduct Disclosure Scheme (MDS) and we shall check with your previous employers about your behaviour and conduct. We will be requesting they complete a form known as a Statement of Conduct. For more information see: [The Misconduct Disclosure Scheme \(misconduct-disclosure-scheme.org\)](https://www.worldvision.org.uk/who-we-are/jobs/)

By submitting your application, you understand and accept that World Vision UK will process the data you provide for the purposes of your application and in accordance with the World Vision UK - Job Applicant Privacy Notice.

Please note that you MUST have the Right to work in the UK documentation as unfortunately, this role is not sponsored, and your application cannot be considered any further without it.

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How to apply





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How to apply

World Vision UK is partnering with Charisma Charity Recruitment.

Applications should be submitted through the [Charisma website](#) and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role, including the genuine occupational requirement to be a practicing Christian. Please also describe any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant, Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk.

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion*, sexual orientation, age, veteran status, or other category protected by law.

Charisma is committed to inclusive and accessible recruitment processes. If you have any reasonable adjustments or wish to apply for this role under the Disability Confident Scheme, please confirm in your application, or contact our Operations Teams separately on info@charismarecruitment.co.uk. Charisma will ensure all candidates who disclose that they wish to apply under the Disability Confident Scheme and that meet the minimum criteria for the role will receive an opportunity to interview with the Charisma Consultant representing the vacancy.

**Due to the nature of the work, there is an Occupational Requirement that the post holder is a practicing Christian under the Equality Act 2010, Part 1, Schedule 9.*

Closing date: Thursday 13th November

Charisma vetting interviews must be completed by Tuesday 18th November

Interviews with World Vision UK: w/c 24th November



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