

Corporate Partnerships Manager (Freelance role)

Contract Fee: £4,000 total (£250 per day × 16 days) + VAT if applicable

Working Days: 16 days in total, worked flexibly across the contract period (may involve some weekend and evening work)

Term: The initial 16 day contract is expected to start in late November 2026 and end by 31st March 2027, with the potential for further work in 2027–28.

Place of work: Remote or hybrid. Occasional meetings at Chapter, Cardiff, desirable but not essential.

Reporting to: Festival Director

Apply by: Friday 6th November

Interviews: Friday 13th–Tuesday 17th November

Outcome: Friday 20th November

Expected start date: Between 26th–30th November

To apply, please send your CV with a cover email to festival@cardiffanimation.com. In your cover email, please briefly outline your experience of securing sponsorship or commercial partnerships, including examples of successful partnerships you've developed.

ABOUT CAF

Cardiff Animation Festival is Wales' largest animation festival, bringing audiences, artists and industry together to celebrate animation in all its forms.

Through our annual four-day festival and year-round programme of screenings, talks, workshops, masterclasses and special events, we reach 10,000+ admissions per year, championing animation as an art form, supporting creative talent, and helping put Wales on the map as a destination for the screen industries.

As CAF continues to grow, we're looking to build ambitious, creative and mutually beneficial partnerships with organisations that share our values and want to be part of the festival's future.

We're looking for an experienced and enthusiastic freelance Corporate Partnerships Manager to help us develop new sponsorship opportunities, strengthen existing relationships, and build a sustainable foundation for the years ahead.

Main Purpose of the Role

The primary purpose of this role is to generate new sponsorship opportunities and income for Cardiff Animation Festival by identifying, approaching and securing new corporate partners.

Working closely with the Festival Director and Director of Development, the Corporate Partnerships Manager will build on CAF's existing sponsorship materials and relationships, reviewing our current sponsorship packages and identifying opportunities to strengthen our offer to prospective partners.

The successful candidate will be confident working independently to research prospects, make approaches, pitch opportunities, negotiate agreements and secure financial commitments. They will work towards securing at least three new corporate partnerships for Cardiff Animation Festival 2027 and beyond, working towards income targets agreed at the start of the contract, and contributing to the festival's long-term financial sustainability.

The role also involves nurturing existing sponsorship relationships, with support from the Festival Director and Director of Development.

The role includes:

- Reviewing CAF's existing sponsorship tiers, benefits and pricing, and recommending improvements to strengthen our commercial offer;
- Researching and identifying potential corporate sponsors and partners aligned with CAF's values and audiences;
- Developing compelling sponsorship proposals and tailored partnership packages;
- Proactively approaching prospective sponsors and partners, arranging meetings and negotiating agreements;
- Managing and nurturing existing corporate partner relationships, including working with the festival team to ensure agreed benefits are delivered;
- Working with the Festival Director and Director of Development to develop a sustainable sponsorship strategy for 2027 and future festival editions;
- Maintaining accurate records of prospects, conversations, agreements and income forecasts;
- Representing CAF at sponsor meetings and events;
- Helping the Festival Director and Director of Development to conduct appropriate due diligence on prospective sponsors to ensure partnerships align with CAF's values and ethical commitments, and flagging any potential reputational or ethical concerns;
- Reporting regularly on progress against agreed targets.

Person Specification

We're looking for a proactive, persuasive and commercially minded individual with a proven track record of securing sponsorship income or commercial partnerships. You'll be confident approaching new organisations, building relationships with decision-makers and communicating the value of partnership opportunities.

You'll be comfortable working independently, managing your own pipeline and taking opportunities from initial research and outreach through to securing agreements.

Essential Skills

- Minimum of 2 years' experience in corporate partnerships, sponsorship, business development or fundraising, ideally within the arts, culture, events or creative industries;
- Proven ability to proactively generate leads, pitch to prospective sponsors and convert opportunities into secured income;
- An understanding of working with sponsors and their requirements;
- Excellent written communication skills;
- Experience of developing and maintaining external relationships;
- Working to deadlines and close attention to detail;
- Interpersonal and problem-solving skills;
- Confidence at account management, with individuals at varying levels of seniority.

Desirable Skills

- Experience in producing and completing sponsorship fundraising strategies;
- An interest in animation as an art form