Job description Group Head of Corporate Partnerships

Cognacity offers psychiatry and psychology services for individuals and organisations across the UK and online. The psychiatrists and psychologists at Cognacity are here to help people improve their own mental health and wellbeing. We use personalised plans and best-in-class treatment methods to support clients' needs.

Cognacity are global experts in mental health and performance and the UK's leading provider of individual and corporate resilience programmes. We work with business executives and professionals, front line staff and elite athletes to improve performance under pressure, build capacity to cope with setbacks and to enable sustainable high performance. We do this by providing individual assessment of resilience and psychometrics on behavioural strengths and areas for development, coaching, webinars and workshops.

We provide Leadership Assessments for organisations to hire leaders that are the right fit for the role and organisational culture to prevent costly bad hires. We do this through an initial client consultation to understand the nature of the role and company, two on-line assessments to assess counter-productive work behaviours and a detailed talent assessment with videos , followed by an interview leading to a report flagging key areas of behavioural risk and behaviour patterns, talent mapping against the role, interview and integration recommendations.

In times of crisis and change, effective strategies for mental health and building resilience are essential. Over the last 8 years we have advised Boards and Executive teams in the development of best-in-class proactive mental health policy and programme delivery. We objectively appraise the challenges organisations face and help prioritise and implement the most relevant evidence-based policy for people/challenges.

Our advisory work streams include:

- Executive coaching to senior leaders in times of crisis
- Crisis response and staff support for major events and serious incidents
- Group / Organisation assessment of needs and review of existing mental health provision
- Mental Health / Wellbeing policy review and development
- Mental wellbeing promotion events using our experts
- Mental Health intervention advice including MH awareness programmes; MH Champions / Advocate selection / induction / training and supervision
- Sensitive case troubleshooting (employment tribunal and disciplinary case MH advice)
- Occupational Health and Return to Work dispute cases

The Group Head of Corporate Partnerships leads the strategy and implementation of partnerships, focusing on aligning company objectives with external stakeholders. This role involves identifying, cultivating, and managing strategic alliances to enhance healthcare delivery, innovation, and impact, across diverse settings.

Key Responsibilities:

- **Strategic Partnership Development:**

Define and execute a comprehensive partnership strategy aligned with the company's overall objectives, including research, development, and commercialisation of new technologies or services.

- **Stakeholder Engagement:**

  Establish and maintain strong relationships with key internal and external stakeholders, including executive leadership, board directors, healthcare professionals, and corporate partners.

- **Opportunity Identification:**

  Proactively identify and evaluate potential partnership opportunities including collaborations with corporate partners, consultancies, law companies, sports associations and companies, banks and other relevant organisations.

- **Relationship Management:**

  Cultivate and nurture existing partnerships, ensuring alignment, communication, and mutual benefit.

- **Business Development:**

  Lead the development of new business opportunities through partnerships, including market research, proposal development, and negotiation of partnership agreements.

- **Performance Monitoring:**

  Track the performance of partnerships, identify areas for improvement, and ensure alignment with strategic goals.

- **Industry Knowledge:**

  Stay abreast of industry trends, emerging technologies, and competitive landscape to inform partnership strategy.

- **Cross-Functional Collaboration:**
  Work closely with various internal teams, including key networkers, content deliverers, operational teams to achieve partnership objectives. Work with external partners or agencies supporting business development, networking or marketing.

- **Developing and implementing marketing strategies:**
  This includes identifying target audiences, developing marketing messages, and choosing appropriate marketing channels.

- **Conducting market research:**
  Analysing market trends and competitor activities to identify opportunities for growth.

- **Developing and managing marketing campaigns:**
  This includes everything from digital marketing to traditional marketing efforts like events and advertising.

Essential Skills and Qualifications:

- **Strategic Thinking and Leadership:**

  Strong ability to develop and execute strategic plans, lead cross-functional teams, and manage complex partnerships.

- **Relationship Management and Communication:**

  Excellent interpersonal and communication skills, with the ability to build and maintain strong relationships with diverse stakeholders.

- **Industry Knowledge:**

  Deep understanding of the healthcare industry, including its regulatory landscape, key players, and emerging trends.

- **Business Acumen:**

  Strong understanding of business principles, including market analysis, financial modelling, and contract negotiation.

- **Negotiation and Contract Management:**

  Expertise in negotiating partnership agreements, ensuring favourable terms, and managing contract obligations.

- **Cross-Functional Collaboration:**

  Ability to work effectively with various internal and external teams to achieve shared goals.

- **Project Management:**

  Proven ability to manage complex projects, track progress, and ensure timely delivery of results.

- **Data Analysis and Reporting:**
  Ability to analyse data, identify trends, and prepare reports to track partnership performance.

Desired Experience:

- Experience in healthcare, pharmaceutical, or related industries, understanding landscape and regulatory requirements.
- Experience in corporate industry.
- Proven experience in developing and managing strategic partnerships.
- Experience in business development and/or sales.
- Experience in contract negotiation and management.
- Experience with digital marketing.