



Position Description

Corporate Partnerships Manager

Role	Corporate Partnerships Manager
Reporting to	Head of Development
Direct reports	None
Status	Full-time
Location	Remote
Date	1 September 2026

About Hello Sunday Morning

Hello Sunday Morning's mission is to change the world's relationship with alcohol. One Sunday at a time.

It began in 2009 when Founder, Chris Raine, documented his year long experiment to take a break from drinking in a blog. The organisation has since grown into Australia's largest alcohol-focused digital health service.

Our flagship technology platform, the Daybreak app, provides free anonymous 24/7 peer support for people to change their relationship with alcohol, whether that is taking a break, cutting back or quitting. With over 176,000 registrations, it is the largest digital peer support community of its kind in the world.

Daybreak is supplemented by a range of other services and tools to support self-directed change, including a self-assessment tool, My Drink Check; a monitoring tool, Drink Tracker; a self-directed CBT program, Hello Change, and a range of written resources, tips and supports.

About the role

The Corporate Partnerships Manager is responsible for owning and delivering Hello Sunday Morning's corporate partnerships revenue. The role converts an established partnership pipeline into high-value, multi-year agreements while building a sustainable pipeline of new corporate partners aligned to Hello Sunday Morning's mission and values.

The role positions Hello Sunday Morning as a trusted partner for organisations seeking to improve workplace wellbeing, community engagement and ESG outcomes through evidence-based digital health solutions. It operates with a high degree of accountability, supported by strong two-way communication with the Head of Development.

This is a manager level role reporting to the Head of Development. The role owns corporate partnership revenue and operates with a high degree of autonomy, supported by clear governance and strong collaboration. Success in this role will contribute directly to Hello Sunday Morning's long-term financial sustainability and impact.

Key accountabilities

Corporate partnership revenue

- Own and deliver the annual corporate partnerships revenue target
- Convert existing pipeline opportunities into signed partnership agreements
- Actively develop and manage a new corporate partnership pipeline
- Focus on securing high-value and multi-year partnerships as a priority

- Contribute to income diversification through corporate partnerships and fee for service offerings

Partnership development and pipeline management

- Manage the complete partnership cycle from qualification, proposal development and negotiation through to conversion, stewardship, renewal and growth
- Identify, qualify and prioritise corporate partnership opportunities aligned to Hello Sunday Morning's mission and strategy
- Lead commercial discussions, negotiation and proposal development within agreed parameters
- Prepare tailored partnership proposals using existing, approved offerings
- Maintain accurate pipeline records, forecasts and reporting

Partnership management and stewardship

- Lead relationship management for corporate partners throughout the partnership lifecycle
- Ensure partners receive clear, timely and credible reporting on agreed outcomes and impact
- Lead renewal and extension discussions, with a strong focus on multi-year partnerships
- Identify opportunities to deepen and grow existing partnerships over time

Strategy and collaboration

- Support the implementation of the corporate partnerships and fee-for-service strategy
- Work collaboratively with marketing to support co-branded initiatives, storytelling and brand visibility
- Partner with internal teams to ensure partnership commitments are realistic, aligned and deliverable
- Provide regular updates to the head of development on progress, risks and opportunities

Governance and decision-making

- Operate with delegated authority to negotiate partnership terms within agreed parameters
- All partnership agreements and commercial terms are subject to final sign off by the Head of Development
- Ensure partnerships align with organisational values, reputational considerations and compliance requirements
- Escalate risks or issues in a timely and transparent manner

From time to time, you may be asked to take on other tasks aligning with your skills and experience to support the team's overall goals.

Key success measures

- Corporate partnership revenue achieved against target
- Conversion rate from pipeline to executed agreements
- Number of new corporate partnerships secured each year
- Average contract value aligned to revenue forecasts
- Proportion of multi-year partnerships
- Partner satisfaction, retention and renewal outcomes
- Health of corporate partnerships pipeline

Key Performance Indicators

- Required tasks are completed efficiently and accurately as measured by a high level of satisfaction of the executive and senior leadership team

- Hello Sunday Morning's policies and procedures related to confidentiality and information security are strictly adhered to
- Hello Sunday Morning's quality management standards are strictly adhered to
- Commitment to a collaborative team approach, staff development and self-development

Qualifications and experience

Essential

- Demonstrated experience in corporate partnerships, commercial partnerships or revenue generating roles
- Proven track record of converting opportunities into signed, high-value agreements
- Strong commercial judgement and negotiation capability
- Excellent relationship management and stakeholder engagement skills
- Experience managing complex partnership pipelines and forecasts
- Strong written and verbal communication skills
- Ability to work autonomously in a remote environment with high accountability

Desirable

- Experience in health, mental health, wellbeing or social impact sectors
- Understanding of ESG, workplace wellbeing or corporate social impact frameworks
- Experience working within a not for profit or purpose driven organisation
- Familiarity with CRM systems and pipeline management tools

Personal attributes

- Strong alignment with Hello Sunday Morning's mission and values
- Outcome focused with a clear drive to deliver revenue results
- Confident and credible communicator with senior stakeholders
- Highly organised and comfortable managing competing priorities
- Collaborative, adaptable and solutions focused
- Comfortable operating with autonomy and accountability

Hello Sunday Morning's quality management standards

- Work in a harmonious and safe way without risk to yourself, others, the environment and our members
- Behave and engage with others and our members in line with our values
- Seek help and ask questions if unsure of any quality requirements.
- Comply with Hello Sunday Morning's policies, guidelines and procedures including our code of conduct
- Correctly use all quality controls
- Report all incidents to your manager and/or an Executive team members
- When working remotely ensure you have completed the Workplace Health and Safety Checklist and share with your manager

Hello Sunday Morning values

- Innovation - We innovate for impact
- Excellence - We always bring our best
- Curiosity - We are curious to learn and evolve
- Caring - We foster connection and understanding through caring
- Evidence Based - We prioritise informed decision making



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