

magpie.

Director of Partnerships and Growth

07 April 2025

To apply for this role please send your cover email and CV to Magpie's Cofounders, Ged and Becky, using the 'Apply now' button [here](#).

Director of Partnerships and Growth

We're seeking an ambitious leader to help shape the future of Magpie - a purpose-driven creative behaviour change agency dedicated to tackling society's greatest challenges. If you're a natural at building relationships, a strategic thinker, and a driving force for growth, this could be your moment.

This is an executive-level position at an ambitious and respected agency with a clear vision. You'll lead our growth strategy to ensure mission-led clients choose us, and support a great team to secure agency-defining opportunities and develop high-impact client partnerships.

This is more than a leadership role, it's your chance to use your experience to fuel positive change in the world.

At Magpie, we develop creative behaviour change strategies, working exclusively on social impact briefs. We bring together behavioural science and insight, community co-production and creativity to develop evidence-based campaigns that our clients and their communities will be proud of.

As part of our Director team, you'll be responsible for the sustainable growth, success and direction of Magpie. The responsibility of our Director of Partnerships and Growth will be driving income and setting the direction for everyone in the agency to achieve client growth goals. The role will include identifying new opportunities, shaping services in line with client needs and establishing lasting client partnerships.

You will inspire and manage an experienced team responsible for new business, client retention and growth, who work as strategic partners to support clients to meet their behaviour change objectives.

We're a small team with big ambitions, and this will be a hands-on role. You need to be a doer and a driver of excellence, able to juggle and prioritise, and lead a team to shared success.

Tuned into the landscape our clients and commissioners operate in, you'll be able to grasp a client's mission and objectives easily, devise strategies quickly and convey compelling propositions intelligently. Whether producing proposals, tender responses or delivering pitches/presentations, you will be able to demonstrate ways a partnership with Magpie will help achieve greater impact than any other agency.

Key responsibilities

- Develop and execute commercial strategies to achieve revenue targets and grow Magpie's market position within existing sectors and into new areas (sectors and geographies).
- Develop and implement growth opportunity strategies, new service offerings, and align commercial goals with the overall agency vision.
- Develop our collaborative growth culture focused on achieving business and client goals, providing ongoing coaching and development to team members where needed.
- Support your team to identify potential clients, assess the competitive landscape, and identify new business opportunities.
- Build and maintain strong relationships with potential customers, clients, and partners, nurturing a culture of partnership-led business development agency-wide.
- Drive new business opportunities within existing client accounts to strengthen retention and revenue growth.
- Network to generate new leads and build brand awareness.
- Manage sales pipelines, track performance metrics, and identify and harness opportunities for marketing and sales improvement of Magpie.
- Drive lead conversion through tailored proposals, tenders, pricing strategies, and impactful presentations.
- Manage the collaborative tender-writing process and response strategy, ensuring our writing style is easy to score.
- Write great proposals, and presentations that communicate effectively.
- Develop and refine onboarding processes, ensuring exceptional client experiences.
- Represent sales and income growth at board meetings and play a key role in business decision-making and strategic direction of the agency.

Person Spec

Extensive agency leadership experience in sales and client service, with evidence of driving business growth, is essential. You will have significant expertise in marketing/communication/PR strategy and be confident writing winning proposals, tenders and presentations. Experience in the social impact space or working with the public sector and charity sector would be beneficial.

Package

£60k upwards salary plus profit share
39 days of annual leave
A flexible, family-first culture
Exclusively purpose-led work

Life at Magpie

At Magpie, you won't find big egos, just big ambitions for the world we live in. We're a friendly and talented team, dedicated to making positive change. Here are some of the things you can expect from joining us...

Peer voted for purpose – We are very proud to have been voted 'Top 25 for purpose' by other agency owners across the UK

Profit share – Our employees each get a share of our profits.

Enhanced holidays - We offer 39 days annual leave, including bank holidays and Christmas shutdown, and your birthday off too. We carefully balance work and life and have chosen this policy to make sure everyone gets a good amount of time for rest and recreation.

Flexible working – A good work-life balance is important, we are advocates of flexible working. We have a blended approach to working at home, in our studio at Munro House and out in the communities where our campaigns need us.

Whole agency co-creation - Every six weeks, we get together as a whole agency and work 'on us'. Innovation, ideas, better ways of working, time with all of us together.

Annual vision day - Each year, we get together to celebrate what we are proud of from the past year, co-create the direction of travel towards our vision for the year ahead, and spend some fun and fulfilling time as a team.

Supporting causes – Social impact is fundamental to what we do. We also featured in Just Giving's top 5% of fundraisers, and our team each get the gift of giving for their birthday when we donate to their favourite charity or cause as a birthday treat.

A supportive culture – We always do what it takes to achieve impact whilst protecting each other's wellbeing. We are stimulated and challenged whilst always feeling supported.

Inclusion as standard - Magpie is certified as disability confident, we are a Real Living Wage employer, and are Equality Registered.

Enhanced pension scheme – All team members receive above the statutory pension employer contribution.

Dog-friendly office - We welcome well-behaved dogs into our studio space!

Key Dates

6th May: Closing date for applications

w/c 12th May: Introductory meetings with shortlisted candidates (virtual)

21st/22nd May: Task-based interview for selected candidates (in person)

End May (date TBC) - Final interview (virtual)