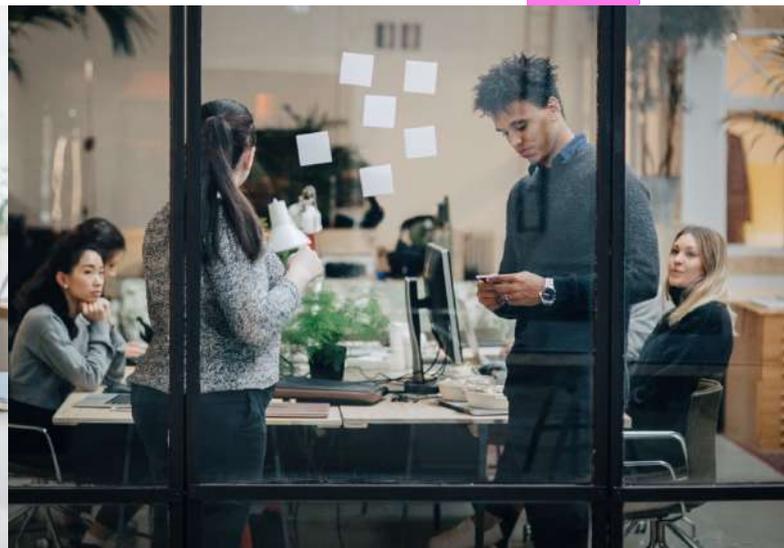


**THINK  
Recruitment**

**dataro**

## Partnerships and Marketing UK Manager

**Location:** Remote  
**Salary:** £50,000 - £65,000 p/a  
**Hours:** 37.5 per week  
**Contract:** FTC 12-month maternity cover  
**Closing date:** Midnight Tuesday 24<sup>th</sup> March 2026



# Welcome from Lizzy Musgrove, Partnerships and Marketing UK Manager, Dataro

Thank you for your interest in the Partnerships & Marketing Manager (UK) role at Dataro.

Stepping into this position is a brilliant opportunity to sit at the intersection of purpose and performance. We help some of the UK's most incredible nonprofits raise more money, more efficiently, using predictive AI. The partnerships and marketing work you lead won't just be "projects"—it'll be the direct reason these charities can do more of their life-changing work.

This is a role for someone who likes to keep moving. Around 70% of your time is focused on partnership-led growth – finding the right organisations, building real relationships, and turning those connections into a solid pipeline. The remaining 30% will be bringing that work to life through UK events, webinars, and localised campaigns.

You won't be doing it alone. You'll be supported by a collaborative global team, including our Head of Marketing and Head of Partnerships in the US. There's a clear strategy, a great tech stack (HubSpot, A Partner Portal, Notion etc), and the freedom to shape how things are delivered in the UK market.

The Dataro team is a diverse, high-energy collective of innovators who refuse to sit still. What truly sets us apart is our culture of radical collaboration - this is a place where bold ideas aren't just shared, they're rapidly brought to life. You'll spend your days partnering with some of the world's most inspiring non-profits and partners, helping deliver the intelligent tools they need to tackle complex challenges, boost fundraising, and ultimately deliver life-changing impact.

If you've got a background in fundraising, corporate partnerships, or nonprofit tech—and you're the kind of person who loves seeing measurable results from your hard work—you're going to thrive here.

I'm really excited about where we're headed, and I hope you are too.

Warm regards,

*Lizzy*



# Background on Dataro

Dataro is a fundraising intelligence platform that serves as a decision layer integrated directly within your CRM. They transform years of dormant donor data into a clear, ranked action plan—empowering non-profit teams to replace habit and guesswork with data-driven judgement.

## Our Mission

To set a new standard in charitable fundraising by blending advanced machine learning with deep sector expertise. Dataro helps nonprofits raise more for their causes while reducing the effort, cost, and "noise" of traditional outreach.

Dataro is evolving from a system of insight into a system of action by answering three critical questions for every fundraiser:

- Focus: Who are the high-priority donors?
- Engage: Who needs attention right now?
- Next: What is the specific, practical next step?



## Dataro's Value Proposition

- Action over Dashboards: They deliver predictive scores (Give, Upgrade, Churn) directly into existing CRM workflows—no data science team or manual exports required.
- Proven Efficiency: Partners consistently achieve 400%+ campaign ROI and reduce outreach volumes by 40–65%, raising more while contacting fewer people.
- Transparent AI: Every score is explained in plain language, making decisions "inspectable" so teams understand exactly why a donor is prioritized.
- Built for Lean Teams: Designed for regulated, donor-sensitive environments, Dataro reduces administrative burden and eliminates the guesswork of static segmentation.

Dataro supports leading nonprofits globally, including UNICEF, Greenpeace, Save the Children, and Amnesty International, helping them navigate rising costs and donor fatigue through intelligent, automated analytics.

*"Dataro doesn't replace people; it replaces the lack of analytics capability. We empower fundraisers to focus their time and resources where they matter most."*

## Dataro's values

- Impact Over Everything: If it doesn't materially help customers raise more money or waste less time, it's not their work.
- AI-Native by Default: They don't just sell AI; they live it. They use our own products and leverage AI to enhance how they work every day.
- Data-Led, Not Opinion-Led: They expect everyone to be fluent in data. When things get complex, Dataro's job is to find the evidence and make it simple.
- Radical Transparency: They share context, not just conclusions. They operate in a high-trust, distributed environment where honest feedback is the norm.
- Bias for Action: They default to ownership. If something is broken, they fix it. If it's unclear, they clarify it.

## The opportunity

For those with experience in charity fundraising, corporate partnerships, data, marketing, or non-profit technology, Dataro offers the chance to move from delivering impact within a single organisation to enabling impact across the entire sector.



# The role: Partnerships and Marketing UK Manager

This role is split across partnership development and UK marketing and events execution, with an expectation that approximately 70% of your time will be spent on new business growth activities and 30% delivering on-the-ground marketing and events in the UK.

This role will be supported by the US-located Head of Marketing and Head of Partnerships, as well as a full suite of tools and software needed to execute these tasks effectively.

This position is ideal for someone with a background in the nonprofit or technology sectors who loves building relationships, spotting growth opportunities, and making things happen. A keen understanding of the UK charity sector and aligned companies would be useful.

## Key Responsibility split:

### **Partnerships (70%)**

- Identify, develop, and manage partnerships that generate UK pipeline and increase brand visibility, in accordance with global partnership objectives.
- Build a consistent cadence of partner-led activities (e.g., webinars, joint events, speaking opportunities, content collaborations).
- Maintain strong relationships with strategic partners and ensure partner activity supports regional growth goals. Track partnership outcomes and activity in HubSpot, keeping reporting accurate



### **UK Marketing & Events Execution (30%)**

- Lead the on-the-ground execution of UK marketing initiatives and events aligned to global priorities.
- Coordinate logistics, collateral, and delivery for conferences, partner events, webinars, and community activations.
- Collaborate with global and regional stakeholders to ensure messaging and delivery are consistent and high-quality.

## What Dataro are looking for

Dataro are looking for someone who understands how relationships translate into income and impact. You might currently be working in corporate partnerships, fundraising, marketing, data, or events within a UK charity - or in a nonprofit technology environment supporting the sector. What matters most is that you've built and managed partnerships or field marketing activity that delivers measurable results, and that you genuinely understand the pressures facing UK charities: lean teams, tight budgets, and the constant challenge of donor fatigue.

You'll be comfortable taking ideas from concept through to delivery, juggling multiple projects without losing sight of outcomes, and tracking performance against clear pipeline targets. This is a role that rewards people who spot what needs doing and get on with it - someone who sees a gap and fills it, rather than waiting for someone else to point it out. Dataro is a growing company that has retained its startup culture, so you'll need to bring energy, ownership, and momentum from day one.

Familiarity with partnership tools such as Partner.io or Crossbeam would be an advantage, though a genuine willingness to learn at pace matters just as much. Experience with HubSpot or a similar CRM and marketing platform will help you hit the ground running quickly - which is particularly important given the fixed-term nature of the contract and the immediate need to engage existing partners. A handover period with the outgoing manager will be in place, and support will be available across any areas where you're building confidence, so you won't be thrown in without context.

## What might a typical week look like in role?

No two weeks will look quite the same, but most will follow a similar rhythm.

You might start Monday reviewing your partnership pipeline in HubSpot - following up on a warm intro from a sector conference, nudging a prospect who went quiet, and logging notes from last week's calls.

Mid-week could see you jumping on a video call with the Head of Partnerships in the US to align on a joint campaign, before switching gears to finalise the run-of-show for an upcoming webinar aimed at Individual Giving managers at mid-size UK charities.

Thursday might take you to London for a face-to-face with a CRM consultancy you're hoping to bring into the partner ecosystem - relationship building that won't pay off this quarter, but absolutely will next year.

By Friday you're back at your desk drafting a one-pager for a prospective partner, pulling together ROI data from a recent Dataro case study to make the numbers do the talking. Sprinkled throughout the week are the smaller but essential tasks: keeping CRM records clean, contributing to a Notion brief, and finding five minutes to post something sharp on LinkedIn that quietly keeps Dataro visible in the UK nonprofit tech conversation.



## Areas of potential challenge

The most significant challenge in this role is the tension between breadth and depth - you're expected to be a long-term relationship strategist and an event logistics coordinator, often at the same time. Building genuine trust with senior nonprofit stakeholders takes time that pipeline targets won't always allow for, and the commercial pressure of hitting KPIs can sit uncomfortably alongside the slower, relationship-led pace the charity sector naturally operates at.



For candidates who haven't worked with AI before, it may also be a steep learning curve - particularly given how rapidly the technology is evolving. Dataro don't expect you to arrive as an expert, but you'll need to be confident in your ability to learn quickly and develop a solid working understanding of the platform and its AI modelling. Support will be provided during induction, but the role does demand that you get up to speed at pace. Finally, as an advocate for AI-driven tools in a sector that can be cautious about technology adoption, you'll regularly need to make the case for change with audiences who may be sceptical or burnt by previous tech promises.

## How will success in role be measured for the successful postholder?

The Partnerships team work to a shared team target. Individual targets for the Partnerships and Marketing UK Manager have not yet been defined as the shape of this role is brand new. Expectations are that the target will be fair and measured -there will be more insight on this as the selection process proceeds.



# Person Specification: Partnerships and Marketing UK Manager

## Experience

- Partnership Management - You've built relationships that actually turned into pipeline. You know how to spot the right partners, bring them on board, and keep them engaged over the long term
- Pipeline Generation - You've worked to commercial targets before, and you can show how the relationships you built translated into measurable results.
- Fundraising Context - You genuinely understand how UK charities raise money - the donor journey, the legacy landscape, and the frustrations that come with outdated CRMs.
- Nonprofit Tech - You've worked inside technology teams or companies that serve charities, whether that's a CRM, a fundraising platform, or a data tool.
- Field Marketing & Events - You've rolled your sleeves up at conferences, run regional workshops, and hosted webinars. You're comfortable owning the logistics and the room.
- Remote Collaboration - You're used to working across time zones or with a distributed team and can manage your own momentum without needing to be in the same room as your manager.



## Skills and Abilities

- Relationship Building - You can walk into a room of senior nonprofit leaders and leave with their trust. And you know how to keep that trust alive over years, not just weeks.
- Project Management - You can hold two things at once: the long game of partnership development and the short-term pressure of an event next Thursday. Neither drops.
- CRM & MarTech - You're comfortable in HubSpot (or something similar) and you take CRM hygiene seriously. You know bad data costs more than no data.
- Data Literacy - You back your decisions with evidence, not instinct. You can read a report, explain what predictive AI actually does, and make a case without resorting to buzzwords.
- Communication - Whether you're on stage at a sector conference or drafting a follow-up email, you're clear, credible, and confident.
- Technical Curiosity - New tools don't intimidate you. You'll pick up partner platforms like Crossbeam or Partner.io without needing hand-holding.

## Additional Skills

- You've worked inside a charity yourself - Individual Giving, Corporate Partnerships, database management. You know what it feels like to be the customer.
- You're genuinely curious about AI and machine learning, not just nodding along when it comes up.
- You can draft a case study, a LinkedIn post, or a one-pager without needing to brief an agency.
- No job is beneath you when it comes to events - you'll chase the courier for the booth shipment just as readily as you'll host the keynote.

### Attributes

- High-Energy Collaborator - You bring a sense of urgency and excitement to the team, thriving in a "startup" style environment where things move quickly.
- Prioritises actions that materially benefit clients.
- You don't wait for a manual; you identify what's broken or missing and you fix it.
- You are a self-starter who thrives in a high-trust, distributed environment.
- Fluent in data analysis and evidence-based decision-making.
- Embraces AI in daily work practices.
- You understand the unique pressures of the UK charity sector (lean teams, budget constraints, and donor fatigue) and position Dataro as a partner, not just a vendor.



We encourage candidates who are interested but who may not tick all of the above boxes to apply – the above is a guide as to who might thrive from day one in role, but not all elements are essential.

# Our team

Dataro are investing in the UK infrastructure and anticipate the current team to expand, presenting new opportunities for career development beyond this role.

Currently, the Partnerships team looks like:

- Chief Growth Officer
- Head of Partnerships
- Partner Manager UK - reports to Head of Region (UK + Europe)
- Partner Liaison AU

Overall Dataro is currently made up 74 staff spread across the USA, Australia and the UK.



# Benefits & life at Dataro

|   |  |
|---|--|
| <b>Salary</b>                                 | £50,000 - £65,000<br>Dataro may recruit at any point along the salary band depending on candidate experience.  |
| <b>Hours</b>                                  | 37.5 per week  |
| <b>Contract length</b>                        | 12 month fixed term contract   |
| <b>Location, travel, and flexible working</b> | <p>Dataro are committed to being a flexible employer, to attract and retain the very best talent. This post is fully remote, and remote working is fully supported. Necessary adjustments can be made depending on candidate need.</p> <p>Flexibility will be needed to work across time zones on occasion, e.g. quarterly global meetings are held at 8-9pm GMT.</p> <p>Travel for in person meetings, events or conferences will be required. If you are required to work from another location (e.g., partner meeting, Dataro Day Out or training), you may reasonably claim your travel expenses.</p> <p>Dataro supports flexible working from other locations outside the UK for example if you are going on holiday and want to work remote for some portion:</p> <ul style="list-style-type: none"> <li>- You will need to take at least 80% of your time as annual leave</li> <li>- Have the standard remote work requirements in place e.g. internet access.</li> <li>- Daily asynchronous check-ins (Slack message) with your manager at the start and end of the day (your timezone).</li> <li>- Annual leave must be taken on days of travel or flights.</li> <li>- Any such arrangements are subject to managerial approval and contingent on performance.</li> </ul> |
| <b>Annual leave</b>                           | 20 days annual leave per year plus public holidays. Unused paid time off rolls over to the following year.   |
| <b>Pension</b>                                | To be confirmed  |
| <b>Paid volunteering leave</b>                | Take up to 3 days/year paid leave to volunteer for your favourite charity. This could be volunteering in a soup kitchen, helping Greenpeace track whales, or flexing your data skills by volunteering your expertise to the Good Data Institute.   |
| <b>Personal Development Budget</b>            | Dataro encourages all team members to invest in their growth and development. You can use this budget for any course, program, event, or activity related to your role up to \$600 USD (or equivalent) per year.   |

If you have questions about the benefit package, or if there are policies you would value seeing before continuing in the selection process, please do reach our via [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) and we will be happy to find out the information you need.

# Equality, Diversity and Inclusion

Dataro believes everyone has the right to be treated equally and with respect. The organisation is an equal opportunities employer and are committed to, and promotes, its policy of equality of opportunity through the equal treatment of all and opposing all forms of discrimination in the workplace.

During this recruitment process at Dataro, we will ensure that individuals are recruited without reference to any protected characteristic, and that no one will receive less favourable treatment or, for any reason.

As part of the selection process the business is committed to ensuring that the selection criteria are strictly job-related and essential to the requirements of the role, and only those qualifications and skills that are important and relevant to the job are used as criteria for selection.

If you have a disability which means you are unable to meet some of the job requirements, specifically, because of your disability, please address this in your application. If you meet all the other criteria, you will be shortlisted, and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

The recruiting manager will ensure no decision is made, or preference stated, in advance which could unfairly influence the outcome of the recruitment process.

Full Equal Opportunities Policy is available upon request.

If there is anything THINK Recruitment can do to make any reasonable adjustments to ensure you can engage fully in the process, please do contact Jo McGuinness at [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) for a confidential discussion.



# How to apply

To express interest in this role, please email [recruitment@thinkcs.org](mailto:recruitment@thinkcs.org) with a copy of your CV.

Our recruitment manager will have a conversation with all suitable applicants prior to longlisting. Please note that candidates who have not had an initial conversation will not be considered for longlist.

To complete your application for the role, following the initial call you will be provided with screening questions to answer instead of a cover letter or supporting statement. Please ensure you get in touch with enough time to have an initial call and receive the screening questions ahead of the role closing.

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|---|---|
| <b>Initial calls with THINK Recruitment</b> | Friday 5 <sup>th</sup> March – Tuesday 24 <sup>th</sup> March |
| <b>Closing date</b>                         | Midnight Tuesday 24 <sup>th</sup> March                       |
| <b>Invites to candidates</b>                | EOD Friday 27 <sup>th</sup> March                             |
| <b>Stage 1 interviews</b>                   | Tuesday 1 <sup>st</sup> or Wednesday 2 <sup>nd</sup> April    |
| <b>Stage 2 interview (if needed)</b>        | Tuesday 7 <sup>th</sup> or Wednesday 8 <sup>th</sup> April    |
| <b>Decisions by</b>                         | EOD Friday 9 <sup>th</sup> April                              |

Interviews will be held remotely. We will do what we can to keep the selection process to one stage, however if the panel face a difficult decision they may need to extend to a second stage. At point of invite candidates will be provided with further information such as the panel, any interview tasks and provided the interview questions in advance to support with preparation.

If there are any reasonable adjustments THINK Recruitment can make to ensure ease of participation in the selection process, please do get in touch. All discussions are confidential.

Thank you for your interest, please do get in touch if you have any questions.



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