

**BUSINESS DEVELOPMENT MANAGER - JOB DESCRIPTION**

<b>Job Title:</b>	<b>Business Development Manager</b>
<b>Salary:</b>	<b>£37,996 - £41,529 per annum</b>  (salary will be set dependent upon qualifications and experience)
<b>Hours:</b>	<b>Hours: 37 hours per week</b>
<b>Responsible to:</b>	Chief Executive Officer
<b>Key relationships:</b>	Operations Manager, Service Managers, Trustees, Stakeholders, Volunteers and Service Users
<b>Job Purpose:</b>	<p>Reporting to the Chief Executive, and based at the Women's Centre, the post-holder will be responsible for developing and achieving the charity's fundraising strategy and targets to maintain and grow front-line services responding to Violence Against Women and Girls. You will lead on securing SWA's income through a range of diverse sources and oversee all fundraising activities in line with legislative and regulatory requirements.</p> <p>The post holder will be expected to build strong relationships with external funders and stakeholders to support the strategic development of the organisation. You will also lead on communications and brand development, ensuring that the voices of service users are represented within marketing/publicity activities.</p> <p>As part of the Senior Leadership Team, the post-holder will assist in the development and delivery of the organisations three-year strategy, underpinned by an effective performance management framework, and will contribute towards the effective financial management and impact monitoring of SWA, building a sustainable organisation that can respond to both emerging risks and opportunities.</p> <p>Some weekend and evening work will be required of this post.</p>

*This post is open to female applicants only as being female is deemed to be a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010.*

**JOB DETAILS**

**Core Requirements:**

- To work as a committed member of the Staffordshire Women's Aid team.
- To support the aims, values and working principles of Staffordshire Women's Aid, and to work in alignment with Staffordshire Women's Aid's Policies and Procedures.

- To take all possible steps to ensure the safety and confidentiality of service users, staff and volunteers of Staffordshire Women's Aid.

### **Specific Duties:**

- To be responsible for the development and implementation of a robust fundraising strategy, ensuring key fundraising targets are met, to sustain and grow front-line services responding to Violence Against Women and Girls.
- To lead on securing SWA's income through a range of diverse sources, including public sector commissioners, charitable trusts and foundations, individual donors, corporate businesses and other income generating activities as appropriate.
- To actively identify and lead on procurement and tendering processes, and other funding opportunities, which will enhance the strategic objectives of SWA.
- To oversee all community fundraising activities in line with legislative and regulatory requirements and support the Community Engagement Officer to secure unrestricted income through donations, small grants, fundraising events and legacies.
- To liaise and network with potential donors, grant makers, commissioners and stakeholders, developing strong relationships which benefit SWA's strategic development and longer term, sustainable funding.
- To lead on external communications and brand development, ensuring the voices of service users are represented within marketing/publicity activities.
- To contribute to evaluating the organisations activities and impact against internal and external targets, and to report on expenditure to funders, commissioners and trustees.
- To be the lead contact for external research projects/evaluations, supporting projects through developing survivor focus groups, staff/volunteer focus groups, surveys and interviews.
- To work alongside the CEO and Board of Trustees in the development and implementation of the organisations three-year strategy to achieve SWA's aims and objectives.
- To support the CEO in the development of effective policies and procedures and ensure their implementation across the organisation.
- To work alongside the Operations Manager in the development and implementation of effective financial plans, and to provide line management to the Finance Officer.
- To work with, and support, the CEO in carrying out governance tasks on behalf of the Board, and as directed.
- To present impact monitoring, reports, statistics/data and progress against fundraising targets etc to the CEO and/or Board of Trustees as and when required.
- To represent SWA at a strategic level ensuring the organisation is appropriately contributing to local initiatives and partnerships focussed on violence against women and girls.

### **General Responsibilities:**

- To share responsibility for covering the Help Line during office hours as required, making sure there is cover throughout the day when needed.
- Work flexibly to allow us to offer the best service possible to service users, this will involve working some evening/ weekend sessions.
- Attend team and service meetings as required and collaborate with colleagues in achieving team and organisational objectives.

- Maintain an awareness of issues/current legislation related to VAWG attending relevant training/ conferences / workshops in line with identified professional objectives.

### **Variation Clause**

Staffordshire Women's Aid reserves the right, following consultation with the member of staff, to vary, add or alter any of the terms and conditions of employment attached to this post.

This job description will be reviewed annually and may need to be revised according to the priorities of current workload with the agreement of the Board of Trustees and the CEO.

The performance of the post holder will be monitored through regular supervision by the line manager and reviewed at each annual appraisal.

It is in the nature of the work of Staffordshire Women's Aid that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are therefore expected to work in a flexible way when the occasion arises so that tasks which are not specifically covered in their job description are undertaken. These additional duties will normally be to cover unforeseen circumstances or changes in work and will normally be compatible with the regular type of work.

Please be aware that you will be required to undertake a DBS check and may be required to undertake additional security checks to work in some settings.

A full driving licence and access to a vehicle are essential requirements of the post.

### **General Information and Conditions of Service**

- 5 weeks holiday (pro rata) per year, plus statutory holidays.
- Staffordshire Women's Aid contributes a sum equivalent to 3% of the annual salary to the company pension scheme following successful completion of 3 months probationary period, and subject to staff contribution as part of auto-enrolment.
- Overtime is unpaid; time of in lieu is to be taken in consultation with line manager.

## **BUSINESS DEVELOPMENT MANAGER - PERSON SPECIFICATION**

### **INTERPERSONAL SKILLS AND EXPERIENCE**

#### **Skills, Knowledge and Experience**

- Must have excellent knowledge, and proven experience, of winning significant grants and tenders, from a range of charitable trusts, foundations and statutory commissioners.
- Must have a strong track record of meeting and exceeding income targets.
- Must have a strong understanding of an outcomes-based approach to funding.
- Must have a thorough understanding of effective fundraising approaches, including community and corporate fundraising.

#### **Leadership & Management**

- Must have experience of leading and managing fundraising within a charity or third sector organisation.
- Must have experience of leading, supporting and managing people.
- Must have experience of contributing to data collection, performance monitoring, impact evaluation and evidencing change.
- Must be able to motivate and inspire staff to achieve the highest standards and be a role model who promotes, and is passionate about, the values of SWA.

#### **Working with Others**

- Must have a proven track record of partnership working and have the skills and ability to build positive relationships with partners and stakeholders.
- Must have the ability to deal with changing priorities and situations and respond effectively to these effectively.
- Strong team working capabilities and ability to liaise and co-ordinate effectively with external colleagues to achieve objectives.

#### **Communication**

- Must be able to communicate effectively (both verbally and in writing) with donors, funders, commissioners, stakeholders and the Board of Trustees.
- The ability to articulate views and ideas in a persuasive way.
- To be confident at presenting information in a variety of situations.
- Experience of brand development and external communications.
- The ability to carry out meaningful service user/staff consultation and to use this to shape and develop services and funding applications.

#### **Equality and Diversity**

- To demonstrate a commitment to the principles of equal opportunity and diversity, and in particular anti-oppressive practice in service delivery.

## **ORGANISATIONAL ABILITIES**

### **Strategy**

- Must have experience of developing, implementing and achieving fundraising strategies and targets.
- Must have experience of developing and implementing organisational strategies and plans.
- Experience of informing and influencing commissioners, policy makers and stakeholders.
- Must have the ability to assimilate a range of management information/data and produce written reports.
- Must have experience of financial management, planning and reporting.
- Must have an understanding of best practice in relation to service delivery and be able to keep up to date with current thinking, developments and research.

### **Governance**

- Must have experience in developing organisational policies and procedures.
- Must have experience in identifying funding/income risks and implementing appropriate mitigating actions.
- Must have a strong knowledge of governance structures and responsibilities within charitable organisations.

## **PERSONAL EFFECTIVENESS**

### **Approach to Work**

- Must be a strong team player who possesses humour, tact, diplomacy and is resilient under pressure, and is able to prioritise workloads effectively.
- Ability to deliver pro-active practical and creative solutions to issues and problems.
- Ability to handle operational and management issues and present a confident and consistent approach in applying organisational policies & standards.
- Ability to delegate in a way which empowers others.

## **COMMITMENT TO STAFFORDSHIRE WOMEN'S AID**

### **Commitment to Organisational Goals**

- Should be able to demonstrate a strong commitment to the vision, mission, social objectives and values of SWA.

### **Embracing change**

- Should be open to, and supportive of, change and new ways of working and be able to gain buy-in and long-term commitment from the team.
- Willingness to participate in shaping the future of the organisation by taking on responsibilities and projects in addition to core workload.