

Post: Business Development Manager

**Salary:** NJC SCP 27 (£30,507) - SCP 32 (£34,788) dependent on skills and experience pro rota for part time

**Based at:** Nightsafe Office,Blackburn and occasionally at other Nightsafe sites across Blackburn with Darwen with frequent travel across Lancashire and occasional regional/national travel

**Hours:** 22 hours

**Additional benefits:** Pension – 4% Employer & 4% Employee

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**Annual leave**: 25 days plus bank holidays

**Responsible to:** Chief Executive Officer

**Responsible for:** Currently no line management responsibilities but it is envisaged that this post will be responsible for fundraising, marketing and communications staff in the future.

**Our Ethos:** Nightsafe believes that every young person has a right to a roof over their head, to live in a safe environment and be treated with kindness, dignity and respect.

**Our Vision:** Is thatevery young person that comes through Nightsafe’s door will have a roof over their head, live in a safe environment, be treated with kindness, dignity and respect and achieve their potential.

**Our Mission:** Nightsafe will work with young people who are homeless or are at risk of homelessness and will provide accommodation, day centres and information, advice and guidance. We will help with emergency needs and empower our young people to play a positive part in their local community.

**Purpose of role:**

The Business Development Manager (BDM) is responsible for the generation of income and achievement of income and development targets, to maintain and grow Nightsafe services and secure the financial sustainability of the organisation. The BDM will identify business development opportunities, develop new income streams and deliver fundraising initiatives.

The BDM will be responsible for leading on the design of new services and projects working with the Service Delivery Manager, staff and service users.

The BDM will build and maintain relationships with existing and potential funding bodies including commissioners, grant giving organisations, trusts and foundations, sponsors and donors. The BDM will ensure the requirements of contracts, commissions and funding agreements are met through effective monitoring, evaluation and reporting.

The BDM will be responsible for leading on the development and delivery of traded services.

As a member of the Senior Leadership Team the BDM will hold the thematic leadership and management responsibility for marketing and communications.

**Main Duties and Responsibilities**

### Organisational Leadership

* To take shared responsibility as a member of the Senior Management Team (SMT) for upholding and delivering Nightsafe’s principles and values, vision and mission
* To support the CEO to work effectively with the board of trustees to review and develop organisational strategy and to effectively fulfil their governance responsibilities
* To work with other members of the SMT to develop and deliver effective business plans together with policies and procedures that are compliant and fairly and consistently applied so that all service users, staff and volunteers are supported effectively.
* To ensure the voice of young people and service users influence all aspects of the organisation and its work
* To implement and maintain effective programme management across the Business Development Department to ensure that all work is delivered consistently, evidencing effectiveness and capturing learning to continuously improve quality
* To support the Service Delivery team to effectively evidence the impact of Nightsafe services and projects, capture learning and drive forward continuous improvement and inform business planning
* To effectively identify, manage and mitigate risks related to business development department.
* To take a thematic leadership responsibility for marketing and communication across the organisation including ensuring effective strategies, plans, policies and procedures are in place and implemented consistently
* To promote and contribute towards the development of a positive workplace environment and organisational culture
* To take a leadership role across Nightsafe as a member of the SMT and to undertake such tasks as deemed necessary to support the CEO and SMT colleagues.

**Business Development**

* To work with the CEO to develop an effective business development strategy that will grow and diversify income streams to enable the sustained delivery of Nightsafe’s vision and mission.
* To ensure income and business development targets are achieved within agreed timescales.
* To manage and implement Nightsafe’s business development strategy, and income generation plans and activities ensuring that they are in line with the organisational strategy and contribute to the organisation’s overall vision, mission and objectives
* To actively seek out opportunities for growth and business development
* To work with other members of SMT to identify gaps in services and research opportunities for new services that are aligned with the Nightsafe strategy
* To lead on the development of associated business cases and funding applications, bids and tender documentation working with the CEO and other members of the SMT
* To lead on the design, planning and implementation of community fundraising activities as well as securing sponsorship and donations in line with targets set
* To lead on the design, development and delivery of traded services to generate unrestricted income
* To lead on the development and implementation of the business development department’s business plans engaging with staff, volunteers and service users as required
* To ensure all services and projects are designed and developed in line with any statutory, funding or contractual requirements (working with the Service Delivery Manager)
* To support the development and implementation of robust quality assurance and monitoring and evaluation systems for all services, contracts and projects (working with the Service Delivery Manager)
* To support the production of relevant reports on organisation, service, contract and project performance for a range of audiences, including to commissioners, funders and presenting to the Board and subcommittees as appropriate
* To lead on the production of relevant reports on the performance of the business development department for presentation to SMT and Board
* To ensure all business development activities are delivered within budget through implementation of effective budget management and to produce budget monitoring reports in line with organisational requirements
* To promote the rights, equality, diversity and needs of service users by ensuring they are respected and valued as individuals
* To develop and maintain positive working relationships with service users, staff and volunteers
* To ensure that all services and projects are designed and developed to be safe, complaint and accessible to service users by ensuring compliance with statutory and organisation policies and procedures such as health and safety, equality and diversity, safeguarding and information governance.
* To ensure the Business Development function follows agreed Nightsafe protocols with regards to data, safeguarding and governance and fundraising activities are in line with Fundraising Regulators guidance.
* To work with other members of the SMT to develop and effectively maintain the organisation’s client records management (CRM) and management information system (MIS).

**Marketing and development**

* To work with the CEO and senior management team to develop and implement marketing and communication strategies
* To implement and maintain appropriate marketing plans
* To implement and maintain appropriate communication structures, policies and systems to allow the all Nightsafe teams to share information that enhances productivity and effectiveness
* To ensure all marketing and development activities are delivered within budget through implementation of effective budget management and to produce budget monitoring reports in line with organisational requirements
* To ensure all Nightsafe activities and services are effectively marketed using a range of media
* To work in partnership with the Service Delivery Manager to market volunteering opportunities and develop the volunteer pool.

**External relationships and influencing**

* To build and maintain positive working relationships with stakeholders, partners, commissioners and funders identifying opportunities for development, collaboration and sustainability of Nightsafe services
* Play a key role in the development of local partnerships and networks across East Lancashire area that support the achievement of the organisations vision, mission and objectives.
* Attend appropriate external meetings with stakeholders, partners, commissioners and funders representing the CEO as required
* Use a range of media to communicate effectively with a wide range of stakeholders (including through reports, media releases, social media and presentations) to promote the work of Nightsafe
* To act as a champion and advocate for young people at risk of homelessness and those in crisis actively looking for opportunities to influence local and national policy and strategic decision makers.

**Staff management (as and when appointed)**

* To lead, inspire, manage and develop the staff in the business development department to effectively ensure the achievement of agreed targets and the delivery of the organisation’s vision, mission, strategy, objectives and business plan.
* To supervise and performance manage all direct reports in line with relevant policies and procedures
* Keep abreast of current and new relevant legislation and policy guidance to ensure such information is disseminated to staff and that learning is integrated in practice.

**Personal development**

* To develop and maintain up to date knowledge of and expertise in policy and practice to support young people at risk of homelessness and those in crisis.
* To develop and maintain knowledge, understanding and effective practice in business development, marketing and communication, leadership and management
* Attend training and development as required.

**General**

* To work as a member of the Nightsafe team, attend staff and SMT meetings
* To attend regular supervision/appraisal sessions with the CEO
* To be available on an on-call rota basis to provide management direction and supervision out of hours
* To comply with all Nightsafe policies and procedures.
* To be available to work occasionally in the evening and weekends as required.
* To undertake any other duties as commensurate with the grading of the post.

**Please note: this post is subject to an enhanced Disclosure and Barring Service (DBS) check.**

**Person Specification – What we need from you**

The essential criteria are those things which you must have in order to do the job. Desirable criteria are those qualities that would be either useful, or an advantage to have and/ or are things that you could be trained to do.

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| **Education and training** |
| **Essential**  | **Desirable**  |
| Degree level qualification in a relevant subject or equivalent relevant experience (or successful time served in similar role). | Fundraising qualification (e.g. Institute of Fundraising Diploma level)Marketing and communication qualification (e.g. level 4/6 Chartered Institute of Marketing) |
| **Experience** |
| **Essential** | **Desirable** |
| Minimum 3 years’ experience of business development and/or charitable fundraising  |  |
| Experience of managing multiple income generation projects, with responsibility for meeting income generation and brand profile targets  |  |
| Innovation to generate new income  | Development of traded services to generate unrestricted income |
| Proven track record of producing winning bids, tenders and funding proposals  | Track record of securing sponsorship and major donations and legacies |
| Proven track record of developing and implementing successful community fundraising initiatives |  |
| Effective project management  |  |
| Service data capture, collation, analysis and reporting  |  |
| Contributing to the development of organisational strategy and leading the development of high-quality business plans informed by the voice of service users |  |
| Effectively leading staff and teams, managing performance and ensuring their learning and development  |  |
| Effective budget setting, management and reporting |  |
| Risk assessment, management and mitigation |  |
| Building and maintaining positive working relationships with stakeholders, partners, commissioners and funders |  |
| Establishing partnerships and networks that support the delivery of organisational objectives |  |
| Use of a range of media to communicate effectively with stakeholders and to influence including presentation, reports, social media etc |  |
| **Knowledge** |
| **Essential**  | **Desirable**  |
| Fundraising regulations, policies and good practice | Policy and practice related to reducing young people’s homelessness |
| Charitable and public sector funding environment and specifically opportunities for funding homelessness and young people services | Local charitable and public sector funding environment and opportunities for funding of homelessness and young people services |
| Statutory and voluntary sector policy environment  | Local statutory, public and voluntary sectors and current environment  |
| Engaging service users in co-production |  |
| Equality and diversity policy and practice |  |
| **Skills/abilities** |
| Ability to think strategically and with a commercial mind set |  |
| Strong organisational and planning skills and attention to detail |  |
| Able to manage multiple tasks simultaneously, prioritise and remain calm under pressure |  |
| To actively assess risk and make informed decisions confidently |  |
| To work effectively both individually and as part of a team  |  |
| To effectively lead, manage, support, coach and mentor staff to improve performance  |  |
| Excellent interpersonal skills and strong influencing and negotiating skills |  |
| Ability to consult, engage and communicate effectively at all levels with trustees, staff and volunteers, service users as well as externally with commissioners, funders and other stakeholders through a range of media including verbal, presentations, promotional materials and social media |  |
| Ability to network, promote and raise the profile of the organisation and brand identity internally and externally |  |
| I.T. skills to a high level of proficiency, including word processing, spreadsheets, and database systems |  |
| Excellent numeracy, literacy and report writing skills  | . |
| **Personal attributes and behaviours** |
| Committed to supporting the most vulnerable people to achieve their full potential, especially young people |  |
| Self-aware and aware of the impact you have on those around you |  |
| Kind and respectful and protects people’s dignity |  |
| Motivated with boundless energy and enthusiasm  |  |
| Inspires others to aspire to high levels of personal, service and organisational performance  |  |
| Empowers others to reach their potential |  |
| Pragmatic, flexible open to new challenges, ideas and experiences |  |
| Professional, mentally resilient and calm under pressure |  |
| Collegiate or assertive as necessary |  |
| Never stops learning and shares learning with others |  |
| Ability to work flexible hours, including evenings and weekends |  |
| Willing and able to travel extensively throughout service delivery areas and occasionally nationally when required |  |