

## JOB DESCRIPTION:



# Business Development Manager

<b>Reports to:</b>	Head of Business Development
<b>Location:</b>	London based required for weekly events
<b>Salary:</b>	£42,750 plus £3,483.94 ILW per year
<b>Length of contract:</b>	37 Hours per week, permanent
<b>Closing Date:</b>	15 <sup>th</sup> April 2024
<b>Interview Dates:</b>	22 <sup>nd</sup> April 2024

## MAIN PURPOSE OF POST

As a Business Development Manager for Women's Aid, you will be part of a compassionate but highly driven team. You will be responsible for the generating income for the Charity, securing high value corporate partnerships and working on product development in collaboration with service delivery teams.

This is an exciting and varied role, and an opportunity to create continued growth within Women's Aid to support survivors of domestic abuse.

Working closely with the Head of Business Development, you will need to source and secure new business and funding to enable the organisation to sustain and further develop our services and further our mission.

You will have a team income generation target which will be reviewed and updated annually. Alongside targeting prospecting techniques, you will need an understanding of financial management, and strong influencing skills to harness the support of the wider organisation to meet its objectives.

## KEY DUTIES AND RESPONSIBILITIES

- Identifying, researching and developing new business opportunities, creating robust business cases and resource plan to support proposals.
- Support product development alongside service delivery teams.
- Ability to research and write high quality bids and funding applications.

- Delivering a new Account Management approach for corporates, working to bring together existing functions across the organisation in one place. This will involve working closely with the Fundraising team, Media Brand and Relations team, and the Membership team.
- Working with the Head of Business Development to build and maintain a strong sales pipeline; take responsibility for accurate and frequent forecasting.
- Regular reporting to the Head of Business Development in relation to sales, pipeline, activity.
- Maintain up to date, accurate records in our CRM platform.
- Identify and build partnerships/products that bring us substantial routes to markets, including public sector agencies.
- Territory planning to define how income targets will be achieved, with documented action plans.
- Working creatively with decision makers at partner organisations to demonstrate how working with Women's Aid delivers measurable business benefits and ROI.
- Develop strong business relationships with prospects to understand their objectives and diverse budgets.
- Work with colleagues across the organisation to leverage Women's Aid's unique selling point.
- Ensuring all contracts are signed with the appropriate legal documentation.

### **General Responsibilities**

- Support with the development of commercial skills, competencies, and approaches across the organisation.
- Undertake any other duties assigned by the Head of Business Development.
- Work effectively with colleagues across the organisation and as a member of the Women's Aid management team.
- Keep line manager up to date on all activities through the provision of regular updates and publishing of management information / KPIs.
- To abide by all organisational policies, codes of conduct and practice, and to work within a framework of equal opportunities and anti-discriminatory practice.

## **Person specification**

### **Knowledge and skills**

#### **Essential**

- Experience or an excellent understanding in a business development background or corporate partnerships background.
- An understanding of how to generate income in a charity organisation.
- Experience of developing new strategies and ways of working.
- Are an excellent communicator with the ability to have clear, compelling and value-focused conversations and presentations with prospects.
- Experience of product development to generate income in a charity organisation.

- Evidence of building and maintaining long-term corporate strategic partnerships.
- Can demonstrate you've achieved income targets in previous organisations.
- A good understanding of digital tools and the ability to analyse data, with experience of CRM systems and methods, and excellent understanding of Excel.
- Organised and a strong project manager, confident in solving problems and securing financial targets.
- Team player who also has individual drive to succeed.
- Ambitious with strong inter-personal skills.
- Strong commercial and entrepreneurial qualities.

### Desirable

- Understanding of technologies and opportunities they provide to streamline the sales process.
- Experience of driving / developing use of CRM within a business development environment.

## Other Requirements

### Essential

- Able to demonstrate a commitment and sensitivity of the aims and objectives of Women's Aid;
- Commitment to equality, diversity and inclusion;

## Summary of Terms and Conditions of Employment

**Terms of appointment:** Confirmation of appointment will be subject to the satisfactory completion of a probationary period. This will normally be of six months (less for short term contracts). During this time an employee will be expected to establish their suitability for the post. During the probationary period employment may be terminated in writing, giving one week's notice by either party (this may be waived by mutual agreement). Only any statutory dismissal procedure will apply during the probationary period. There is no probationary period for contracts of under 3 months.

**Salary:** £42,750 plus £3,483.94 ILW per year Salary is paid in arrears through bank credit by the 25<sup>th</sup> of each month. Part time colleagues receive pro-rata payment based on hours worked.

**Working hours:** The standard working hours for this post are 37 hours per week, UK based with expectation of regular travel; benefits include a generous bank holidays and annual leave package and contributory pension scheme. All posts, including remote posts must be based in the UK.

**Support and supervision:** Women's Aid has a commitment to providing regular supervision and support to colleagues with annual appraisals forming a key part of colleague development. We have a training policy in place and encourage colleagues to take an active role in their career development plan.

**Pension:** Women's Aid is enrolled with the People's Pension scheme. Women's Aid normally contributes 7% of salary and the employee contributes 3% towards the group pension scheme. Eligible colleagues will be automatically enrolled on the scheme when they have successfully completed the 3 month interim probationary review.

**Annual Leave:** Women's Aid offers an annual leave entitlement of 25 days per year rising by one day per year until 30 days annual leave per year is reached. In addition, we offer 8 days public holidays plus 2 additional days in March and August. All leave entitlement is calculated pro-rata for part time employees.

**Other leave:** Employees have contractual rights to time off for reasons of sickness, maternity and other circumstances.

**Period of notice:** 3 months after your probationary period has been completed.

**Union:** You have a right to membership of a trade union. Women's Aid recognises Unison.

**Asylum and Immigration Act 1996:** To confirm your right to work in the UK, Women's Aid will need to see the original of at least one document from a specified list (available on the UK Government website). Most commonly this is a British Passport.

Additional information is available on request.