

JOB DESCRIPTION:

New Business Development Officer

Reports to: Partnerships & Development Manager

Salary: Grade 3

Main Purpose of Post

The New Business Development Officer plays a vital role in advancing Women's Aid strategy across both earned and voluntary corporate income streams. The post holder will be responsible for building a pipeline of new business opportunities and converting these into income generation opportunities. Working collaboratively with internal teams and external partners, the post holder will build strong, trusted relationships to expand the charity's portfolio - through tailored proposals, events, and other strategic fundraising activities to generate income and achieve ambitious targets. Using confident communication and influence skills, the role will lead on developing tailored proposals, managing events, and delivering targeted fundraising activities to engage new and existing donors across various departments and industries.

Duties and Key Responsibilities

Strategic Planning and Development

- Working closely with the Head of Fundraising & Partnership & Development Manager to implement a robust strategy to secure income from corporates (for e.g. employee fundraising, sponsorship, cause-related marketing, strategic partnerships, pro bono) and earned income.

Operational

- Support the generation of creative and impactful collateral across the team, to ensure proposals, presentations and information (aligned with the WA strategic objectives and messaging) attract and retain donors.
- Working effectively with teams across the organisation, to identify opportunities for income growth.
- Support and deliver appropriate bespoke donor journey and support strategic relationship management.
- Work with the Partnerships & Development Manager to develop and deliver commercial products alongside service delivery teams.

- Identify new business opportunities potential donors through external information, our database and through WA's extended networks (via Trustees, Executive Group, existing supporters, advisory groups, operational contacts, patrons and influencers etc.), as well as identifying prospects with a likely interest in our cause - to feed into the development of a new prospect pipeline to achieve targets.
- Lead and directly manage a portfolio of key donor relationships.
- Implement network mapping, research profiling and identification of new prospects with the capacity and propensity to donate at all levels whilst maintaining accurate records, and growing our corporate supporter database.
- Conduct competitor analysis to enhance our offers and pricing on commercial products.
- Support the account management and stewardship of all donors, liaising with appropriate teams, ensuring that objectives of the donor are fully met.
- Track progress using the organisation's database and other prospect tracking tools ensuring the General Data Protection Regulations (2018) are adhered to across all relationships and ensure that all data collection is in accordance with the regulations.
- Manage a timetable of deadlines to ensure donors receive reports and other correspondence as required, in liaison with other team members.
- Ensure that all donor communications are handled appropriately, promptly and courteously and that complaints and criticisms are logged, investigated and resolved, in accordance with the organisation's systems and procedures.

General

- Responsible for developing, building, updating and generating a portfolio and pipeline to raise income.
- Ensure all information relating to donor relationships is accurate, up to date and well organised.
- Ensure the CRM system and other internal systems are being fully utilised by the team, kept up to date and accurate.
- Be responsible for all administrative tasks in relation to the role.

Financial

- Support the Partnerships & Development Manager and Head of Fundraising in the tracking and recording income on a weekly, monthly, quarterly and yearly basis in relation to corporate income from earned and voluntary sources.
- Process all incoming donations in line with internal procedures and ensure prompt and appropriate acknowledgement of all income.

General Responsibilities

- Contribute to team meetings and organisational priorities, and to prepare for and participate in regular supervision and appraisal meetings.
- Be flexible within the broad remit of the post.
- Take direction on new projects and priorities from your line manager, which may vary from time to time.

- Carry out word-processing, filing, and administrative tasks necessary to comply with the job description.
- Maintain clear and adequate records of work done and to produce reports on work programmes and activities as requested by management.
- Provide appropriate responses and support to survivors of domestic abuse and specialist service providers in the delivery of this job description, as required.
- Ensure the safety and wellbeing of survivors sharing their stories on public platforms, always following organisational safeguarding protocols.

Other

- Based in Bristol, London or remotely, this job may involve occasional travel throughout England and office visits where appropriate.
- Occasional unsociable hours are also required.
- To carry out other duties as required from time to time.

Person Specification		
Criteria	Essential	Desirable
Qualifications		• Educated to Degree-level in a relevant field.
Knowledge	• Ability to work sympathetically and appropriately with survivors of domestic violence and specialist service providers. • An understanding of the issues involved in publicising and presenting a sensitive subject like domestic violence to the public and media.	• An understanding of the experiences, needs and effects of domestic violence on women and children.
Experience	• Proven experience of fundraising from corporate partnerships (including Charity of the Year, strategic partnerships, cause related marketing and sponsorship) and potential commercial business sources. • Experience of managing and developing relationships with existing and potential corporates to inspire them to support the charity.	• A thorough understanding of data protection, fundraising regulations, and best practice. • Understanding of technologies and opportunities they provide to streamline the sales process.

	• Proven ability to pro-actively identify, cultivate and recruit new donors. • Experience of prospect research and creating successful bespoke proposals or asks for corporates, or other potential high value donors. • Proven ability to work collaboratively across departmental boundaries in order to achieve organisational. • Experience of working to KPIs. • Experience of working systematically to targets and deadlines and able to work under pressure. • Exceptional organisational skills with experience of managing multiple tasks and prioritising effectively. • Ability to plan and report on activities.	
Skills	• Good interpersonal and communication skills, oral and written, with excellent networking skills including: - relationship building, and influencing senior stakeholders; • influencing to create compelling, creative and persuasive communications. • Good organisation, prioritisation, and time management skills, with the ability to deliver to deadline and within budget. • Be able to demonstrate an innovative approach to attracting new audiences. • High degree of personal initiative, self-motivated and proactive.	

	The ability to work collaboratively and influence effectively across teams and externally to achieve organisational goals.	
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Behavioural Competencies		
Accountability	- Cooperates in collective decision-making and takes responsibility for own actions, decisions, and deliverables. - Takes ownership for mistakes and refocuses efforts when necessary. - Holds self and others accountable for reaching short and long-term goals. - Self-imposes high standards of excellence, rather than having standards imposed. - Adhere to the principle of collective leadership responsibility across the organisation and within teams. - Actively safeguards the reputation of the organisation (internally & externally) and immediately address any risks with ELT.	
Collaboration & Teamwork	- Relates well to people at all levels and all audiences. - Aligns personal work and performance with the broader team to achieve mutual outcomes. - Fosters teamwork: works to build relationships within teams and bridge the gaps between departments. - Supports and cares for others, and addresses issues disrupting team/s and organisational functioning and harmony. Be adaptable, open to new ideas and change, whether in the workplace, or specifically on a project or with key stakeholders' expectations, that moves the team forward.	
Communication	- Proactively communicates; informs others of what they need to know and capably articulates thoughts and ideas clearly and concisely via verbal and written communication. - Actively listens, consults others, and takes feedback on board. - Communicates using appropriate tone and language. - Has the ability to persuade, negotiate, and build support for own initiatives.	
Innovation & Entrepreneurial Spirit	- Seeks organisational improvement; promotes efficiencies in every area of their work. - Identifies problems and implements solutions /ideas, including trying new and different creative approaches to complete tasks.	

	• Demonstrates commercial understanding, including awareness of sector trends/changes, and uses financial information to guide decisions. • Identifies business opportunities for the organisation, which may include opportunities for income generation, cost-savings, or added value. • Encourages creativity and learning through activities such as brainstorming and actively listen to empower colleagues to think creatively or consider new perspectives
Resilience	• Deals with ambiguity, maintains effectiveness and modifies behaviour accordingly when experiencing major changes in work tasks or environment. • Supports change initiatives and focuses on the beneficial aspects of change e.g. opportunities for learning or growth. • Manages disagreements with tact and diplomacy. • High level of emotional intelligence; understands how their behaviour can affect the wider team and demonstrates a proactive approach to managing and moderating their emotions in the workplace.

Benefits

- **Generous Annual Leave:** 25 days, rising to 30 with long service, plus 8 bank holidays.
- **Extra Leave Days:** Celebrate International Women's Day and the Tuesday after the August bank holiday.
- **Valuable Pension Benefits:** Join Women's Aid pension scheme with a 7% employer contribution.
- **Flexible Working:** Remote working, family-friendly policies and paid leave for maternity, paternity, and adoption.
- **Wellness and Support:** Cycle to Work Scheme, free optician check-ups, annual flu vaccines, and 24-hour counselling helpline.
- **Mental Health and Wellbeing:** 'Reflective Practice' sessions, team catch-ups, access to 'Headspace' for mindfulness, and Employee Assistance Program with counselling and advice services.