



Job Description

Position	Business Development Manager
Location	Redhill (remote working opportunity)
Reports to	CEO
Responsible for	N/A
Hours	24 hours per week (flexible)
Duration	12 month contract (subject to performance)
Rate of pay	£463.20 per week (45 weeks of the year)

About Include.org

Include.org is a small charity addressing the marginalisation of people with understanding and/or speaking difficulties. We use creative approaches and clinical evidence to raise awareness, create memorable training and empower the people who know most about communication need.

We work across the community, social and health care sectors and beyond to provide services and bring about change in attitudes, skills and opportunities. We are a young charity in a unique space with an ambitious vision - and many opportunities yet to explore.

Role Summary

An unparalleled opportunity to influence and drive the strategic growth of Include.org by generating revenue and investment to support our long-term vision for the charity. The role will work closely with the CEO and the trustees, to secure the future of Include.org, meeting its strategic priorities.

This position is perfect for a candidate wishing to work at a senior level in a small charitable organisation. The post offers significant potential to make a measurable impact for an under-represented group of beneficiaries in an emerging landscape.

The candidate must have experience or knowledge of working both in the Charity Sector and with health and social care providers, and experience developing business strategy and building long term partnerships.

The successful candidate will receive additional external partnership support through work with a commercial organisation to develop a comprehensive and long term financial and business strategy.



Main purpose of the job

To engage in horizon scanning, networking and partnership development to inform the operational delivery model.

To identify achievable income generation targets including 'quick wins' and those which contribute to the medium to long term business development strategy (3-5 years).

Key deliverables

The Business Development Manager will need to:

- Carry out and oversee comprehensive market research, with particular focus on the impact of Covid-19 on stakeholders' organisational priorities and risks and opportunities for our beneficiaries
- Research, plan and develop the business strategy with the Board and CEO to market and deliver paid-for inclusive communication and mental capacity training to social care providers, public and third sector and commercial organisations
- Develop the existing donor and customer base, contributing to the fundraising and communications strategies
- Advise and assist in CRM development
- Assist in developing the charity's CSR strategy and potential including the offer of corporate inclusion and diversity training
- Explore a revenue-generating membership model
- Bring and develop significant new funding relationships to Include.org. The role will further position Include.org for significant corporate support, impact investment, commercial income, partnership working and commissioned services where appropriate
- Help secure funding for Include.org's core activities and projects and coordinate the communication of the investment of that funding back to investors/benefactors
- To contribute to the running of the organisation as part of the senior management team.
- Be confident in developing relationships, negotiating and closing on opportunities. You will have excellent interpersonal skills with proven ability to bring, build and maintain lasting relationships.

Key Responsibilities

To contribute to robust short and long term business planning and strategy

- The successful candidate will establish long term revenue generating activities for the organisation over 12 months, backed up by appropriate market research and trend analysis.
- The successful candidate will be expected to make recommendations to the Include.org business model, evaluate cost / impact of activities both short term and long term. This will mean building a sustainable, solid income plan for Include.org for the next 12 months, and informing the medium to long term strategy.



www.include.org



www.facebook.com/includechoir/



<https://youtube.com/c/theincludechoir>



[@includeorg](https://twitter.com/includeorg)



[@includechoir](https://www.instagram.com/includechoir)

To have comprehensive market information, knowledge and understanding including segmentation and needs of the voluntary sector

- Design and carry out market research and consultation to support Include.org's strategic development and provide knowledge and understanding
- Produce regular reports on what is happening in the sector, seeking feedback and review of reports from readers, and engaging the trustees on content and actions
- Contribute to the trustee board report
- Provide information demonstrating evidence of need
- Build high quality monitoring and evaluation of projects and services
- Develop and maintain Include.org's stakeholder database.
- Design and contract out larger pieces of fundraising and research work as needed.

To help secure funding for Include.org core activities and projects

- Work with the CEO and team to support the development, co-ordination and delivery of the fundraising strategy for Include.org
- Explore potential Corporate Social Responsibility opportunities, through established platforms and help develop a long term CSR strategy
- Research development opportunities and suggest options to the Board and Management Team
- Ensure that accurate and up-to-date information is maintained on all submissions, grant-funded projects and donors in relevant databases and filing systems
- Ensure that donor and stakeholder reports meet requirements and contracts, and that they are of a high standard and submitted on time
- When required, work with Fundraising Consultant and all teams to prepare high quality funding proposals to trusts, grant giving bodies, corporate partners and major donors as needed
- Contribute information to the Case for Support

Contribute to the running of the organisation as part of the management team

- Support the Chief Executive in key strategic, operational and policy areas
- Provide strategic leadership, and contribute to identifying and delivering areas of development for the teams
- Develop and maintain the key strategic external relationships for Include.org
- Identify new external services opportunities for the organisation that further Include.org's purpose and aims
- Support the volunteer coordinator to design and manage relevant volunteer roles and support the volunteer network
- work with skilled volunteers in specific areas including market research and CRM development

Other responsibilities



www.include.org



<https://youtube.com/c/theincludechoir>



[@includechoir](https://www.instagram.com/includechoir)



www.facebook.com/includechoir/



[@includeorg](https://twitter.com/includeorg)

- Perform other duties and tasks, consistent with skills and expertise, as required in non-routine circumstances.
- Participate in internal meetings and communications.
- Advise the CEO and Board on relevant matters

Contract

3 days per week flexible working on a fixed term contract of 45 weeks over 12 months, subject to 3 and 6 month review of ability to demonstrate agreed key performance indicators.

This is a freelance position, so you will be responsible for your own tax/National Insurance contributions. Fees will be payable on receipt of an invoice at the end of the month, unless alternative arrangements are agreed in writing with the Board of Trustees.

Person Specification

	Essential	Desirable
Skills, knowledge, and competencies	<ul style="list-style-type: none"> • Experience creating and contributing to organisational strategy and planning • Demonstrable success in designing and implementing business strategy • Experience of carrying out / using market research to inform strategy and delivery • Demonstrable ability to set realistic and deliverable business development targets • Knowledge of the social care and public sectors • Experience of business development within the non-profit sector • Ability to plan, balance and manage multiple priorities • Report writing for varied audiences • Experience developing relationships with a range of stakeholders • Ability to set and meet identified goals within a set time frame • Ability to function with a high degree of independence • Good IT Skills • Qualification at BSc level or equivalent 	<ul style="list-style-type: none"> • Experience building B2B opportunities from new and existing networks • Skills in of identifying and evaluating new revenue streams • Experience using and developing CRM systems • Knowledge of sector specific databases and resources • Demonstrable success of fundraising in the charity sector • Experience of training development and delivery, including remote and e-learning • Experience of building relationships between charities and commercial organisations • Understanding of co-production • Experience of using the Google platform



www.include.org



www.facebook.com/includechoir/



<https://youtube.com/c/theincludechoir>



[@includeorg](https://twitter.com/includeorg)



[@includechoir](https://www.instagram.com/includechoir)

Personal Qualities	<ul style="list-style-type: none"> ● Self-organising ● Ability to take initiative and responsibility for your work ● Excited by opportunity and development ● A creative thinker ● Excellent written and oral communication skills ● Strong organisational skills ● Ability to understand/put yourself in the shoes of customers, stakeholders and colleagues ● Able to work flexibly and to multi-task ● Ability to analyse information systematically and in depth ● Ability to contribute effectively as part of a remote team ● Commitment to the principles of inclusion 	<ul style="list-style-type: none"> ● Persuasive interpersonal skills ● Sense of humour ● Flexibility to alter work ratio according to priorities ● Ability to make connections between ideas and projects, between theory and practice ● Pride in your work and willingness to take extra steps for the best result ● Passionate about realising change
---------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

If you are interested:

Please spend some time on our website – www.include.org or social media channels, getting to know **Include** and the work we do.

To apply, please send a covering letter/email to info@include.org, outlining why you would like to join us, your experience and how you fit the person specification. This should be accompanied by an up-to-date CV.

If you have any queries, please email Alix Lewer at Alix.Lewer@include.org or call 07446 897835 for an informal chat.

Closing Date: 26th February 2021

Interviews (online) : w/c 8th March 2021



www.include.org



www.facebook.com/includechoir/



<https://youtube.com/c/theincludechoir>



[@includeorg](https://twitter.com/includeorg)



[@includechoir](https://www.instagram.com/includechoir)