

**Carers  
First**



**Candidate Pack**  
**Business Development Manager**

## Welcome

### **Thank you for your interest in working for Carers First as our next Business Development Manager.**

This is a new and exciting opportunity for a Business Development Manager to join our team. Reporting directly to the Director of Income and Engagement, you will play a key role in securing and sustaining income to enable Carers First to grow its support and impact for carers.

You will be joining a charity that has a new ambitious three-year strategy to grow our reach, support and impact for carers, working in collaboration and partnership with a range of statutory, voluntary and commercial organisations.

If you have the passion and drive to make a difference and you have the experience and skills we are looking for, we are keen to meet you - and welcome you to our dedicated and talented team.

Warmest wishes

Kelly Rust  
Chief Executive



## About us

We understand that life as a carer can be challenging. Getting the support and help you need shouldn't be.

Any of our lives could be turned upside down due to the ill-health, frailty or disability of a family member or friend. In fact, two in three of us can expect to become a carer in our lifetime.

There are currently 5.7 million unpaid carers in the UK, however carer charities estimate that number could be as high as 10.6 million. Their huge contribution saves our economy £184 billion each year - the cost of a second NHS. Each carer's needs and situation are unique, but many face similar challenges. They can struggle to balance employment, finances, or their own wellbeing and time for themselves with their caring role. They may not be aware of the help and support available to them - and that is why we are here.

Carers First works directly with, and for carers, providing personalised information and tailored support in the way that suits them: online, on the phone, or face to face in their local community. With the help of our supporters and volunteers, we can continue to be there for carers, helping them find balance, and to live their lives to the fullest - today, and for years to come.



## Our values

We are:

### **Positive**

We are dedicated to working with carers to make a positive, material difference in their lives. We celebrate diversity and work in an inclusive, positive and supportive way, actively listening and valuing everyone's contribution.

### **Collaborative**

We recognise the importance and strength of working in collaboration with local and national organisations to deliver improved support to carers. We also know the importance of collaborating with our Carers First colleagues, sharing knowledge and learning, being curious, respecting differences and working with integrity and transparency.

### **Ambitious**

We are ambitious and tenacious in our determination to support more carers in better ways. We will innovate and develop our programmes of support, so more carers are able to obtain the support they need, at the time they need it, to achieve a balance in their lives and enable them to live their lives to the fullest.

## Diversity and Inclusion

We are proud to be a diverse and inclusive workplace.

Carers First is committed to promoting equal opportunities in employment. Employees and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics).

Carers First has an absolute commitment to equality and diversity which is about:

- Recognising and valuing difference.
- Recognising and seeking to redress inequality and disadvantage.

Our commitment is firmly founded on our belief that:

- To offer services that are personal, committed and creative we need a diverse staff team who can respond to our carers as individuals.
- To attract, keep and motivate the most talented staff, we need to:
  - Reach out to all sections of the community.
  - Provide a working environment in which everyone feels valued, respected and able to contribute.

The charity recognises that true diversity in service delivery provision and within the staff group also involves a willingness to act, where necessary, at combating the effects of existing barriers to fair and equal treatment.

## Our strategy 2024-2027

Our three-year strategy will enable us to grow our work to reach and support significantly more carers, deliver innovative programmes of support in coproduction with carers and forge new collaborations to scale our reach, support and impact for carers.



## Strategic Objectives

Over the next three years Carers First will:

1. Reach and engage more carers early in their caring role
2. Develop new innovative models of collaboration, delivery and programmes with the potential to scale our reach and impact
3. Achieve the highest quality of support possible, so we can maximise the difference made to carers lives
4. Champion talent and diversity
5. Grow and diversify our income to enable us to achieve more for carers.

Our support and services are designed with carers, ensuring the support we offer is inclusive and accessible to all carers in different communities.

By joining Carers First, you will play a vital part in helping us achieve this. You can help us achieve something amazing.

## How we work

We support young carers, young adult carers and adult carers throughout England with our comprehensive online offer including information, advice and guidance, tools, resources and training, as well as through our vibrant online peer support communities.

We also deliver locally commissioned services in Lincolnshire, Essex, Medway, Southend and in four London Boroughs.

We offer a range of support options for carers to access in ways that work best for them:

- **Face-to-Face Support:** Available both one-to-one and in group settings, providing personalised and community-based assistance.
- **Online Support:** Accessible resources and virtual sessions to ensure carers can connect with us anytime, anywhere.
- **Dedicated Helpline:** A trusted source of advice, guidance, and a listening ear for carers navigating their journey.
- **Extensive Online Resources:** Comprehensive and easy-to-use tools, guides, and information to empower carers with knowledge and confidence.
- **Collaborative Partnerships:** Working with organisations and communities to provide a seamless network of support tailored to carers' needs.

## Our impact and reach

Carers First Impact Framework sets out our Theory of Change and the measures and tools we use to understand the outputs, outcomes and impact of the support we provide.

Last year, we reached over 330,000 people to provide information about caring and 51,000 carers are registered with us to receive information and support.

### In numbers

- 96% of carers felt more resilient in their caring role after our support.
- 95% of carers felt listened to and that their own needs were taken into account through our interventions.
- 93% of carers felt more confident and informed in their caring role after our support.





## Join our team

When you join Carers First, you join a vibrant, inclusive, and supportive team who all have a shared interest in supporting unpaid carers to continue living their lives to the fullest, across the country.

In a community dedicated to caring, we believe that our employees and volunteers really do make a difference, therefore, we emphasise the importance of learning and development, as well as actively encouraging them to develop their skills with our fantastic learning and development programme. This means that all of our team become the best that they can be, whilst helping others do the same.

## The role

<b>Job Title:</b>	<b>Business Development Manager</b>
<b>Salary range:</b>	<b>£39,000 - £45,000 FTE (pro-rata for part-time hours)</b>
<b>Contract:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>22.5 – 30 hours per week (negotiable, 3 – 4 days a week)</b>
<b>Location:</b>	<b>Hybrid working, including home working, but with the ability to travel across all Carers First service areas</b>

## Job Description

<b>Job title:</b>	Business Development Manager
<b>Reports to:</b>	Director of Income and Engagement
<b>Purpose of the role:</b>	The Business Development Manager will be responsible for securing and sustaining income to enable Carers First to grow its support and impact for carers. The role will lead on identifying and securing new contracts for carers services, re securing existing contracts, and identifying and supporting wider income streams, supporting delivery of the charity's Income Generation Strategy.

The postholder will also contribute to the development of innovative service models, working closely with the Director of Services, ensuring that all activity is informed by the external landscape, alongside robust quality, insight and impact evidence.

## Job Overview

### The Business Development Manager will

1. Lead on identifying, assessing and managing contract and funding opportunities in line with Carers First's strategic aims.
2. Lead on the development of compelling, creative, high quality and cost effective bids and proposals.
3. Support delivery of the Income Generation Strategy, including leading on larger Trust, Foundation and Grant opportunities where appropriate.
4. Apply external sector intelligence and internal insight to strengthen propositions, bids and service design.

## Responsibilities and Duties

- 1. Lead on identifying, assessing and managing contract and funding opportunities in line with Carers First's strategic aims.**
  - Lead on identifying and tracking opportunities to secure new contracts and retain existing statutory carers services, using Carers First's tender alert service and Opportunities Tracker.
  - Analyse opportunities for strategic fit, viability and risk, completing Contract Opportunity Assessments as required to inform SLT decision-making.
  - Track existing contracts against re-tendering timelines, keeping the Senior Leadership Team (SLT) sighted on priorities and preparation needs.
  - Lead weekly Opportunities Meetings, presenting pipeline intelligence, recommendations and next steps to SLT.
  - Develop and maintain a robust, intelligence-led pipeline of opportunities, informed by commissioner engagement and wider market insight.
  - Contribute to market engagement and relationship-building with commissioners, reporting to SLT on emerging commissioning trends.
  - Seek new opportunities to diversify income streams, for example exploring wider health, education and private business sector opportunities.
- 2. Lead on the development of compelling, creative, high quality and cost-effective bids and proposals.**
  - Create and coordinate Bid Plans and Bid Teams, leading all bid development activity and ensuring a consistent, high-quality, unified approach across all tender and funding submissions, with strong project and time management and effective quality assurance.

- Lead on writing bid proposals, ensuring compelling, creative, high-quality and cost-effective bids, tenders and pitches for new contracts / funding streams.
- Lead on re-securing Carers First's existing contracts, ensuring relevant pre-tender preparation with relevant teams.
- Maintain and grow Carers First's Bid Library, ensuring agile responses through strong supporting materials.
- Ensure resilience within Carers First to respond to contract opportunities through growing in-house knowledge and talent in relation to securing contracts, embedding learning and best practice; and also, through securing external bid writing support where required.
- Provide support with the mobilisation of new contracts, for example sub-contracting arrangements and partnerships.

### **3. Support delivery of the Income Generation Strategy, including leading on larger Trust / Foundation / Grant opportunities where appropriate.**

- Support the development and delivery of Carers First's Income Generation Strategy, as led by the Director of Income and Engagement, feeding in a clear pipeline of opportunities for delivery of statutory carers service contracts.
- Lead on larger Trust / Foundation / Grant opportunities where appropriate, in consultation with the Director of Income and Engagement.
- Work with income generation colleagues to ensure pipeline planning, funder intelligence and bid positioning are joined up, with a consistent approach.
- Ensure learning from successful and unsuccessful bids informs future income generation activity and strategic planning.

### **4. Apply external sector intelligence and internal insight to strengthen propositions, bids and service design**

- Scan and interpret the external landscape by keeping up to date with carers policy, commissioning priorities and funder interests, translating these into clear implications for service development and funding opportunities.
- Draw on internal insight and evidence (outcomes data, service learning, lived experience and evaluation) to articulate impact, demonstrate value for money and strengthen the credibility of bids and proposals.
- Collaborate with operational and insight colleagues to shape and refine service models that are evidence-led, funder-relevant and aligned to both carers' needs and organisational strategy.

These are the normal duties that are required for this position. However, it is necessary for all employees to be flexible and they may be required, from time to time, to perform other duties as may be required for the efficient running of the charity. This Job Description is non-contractual, it will be subject to reviews and may change.

The postholder will take responsibility to integrate safeguarding into all aspects of their work, complying with organisational policies and frameworks.

The postholder will be expected to ensure that their work complies with contractual terms and conditions, the charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

## Person Specification

### Experience

- Strong track record of securing new contracts, re-securing existing contracts and managing commissioning or procurement processes.
- Significant experience of identifying and analysing opportunities to obtain contracts within health, social care or the voluntary sector.
- Experience of leading bid development / bid teams, and contributing to high-quality proposal writing.
- Proven experience of senior stakeholder engagement and relationship management with commissioners, funders and partners.
- Experience of working within or alongside health and social care systems, with an understanding of Local Authority and Integrated Care System priorities and pressures.
- Experience of service design and service improvement approaches, either through direct delivery or supporting others.
- Experience of working collaboratively with multi-disciplinary teams and external stakeholders, including people with lived experience.

### Knowledge & Skills

- Strong understanding of the health and care system, including commissioning landscapes across statutory and voluntary sectors.
- Ability to build and sustain strong, positive and productive partnerships with colleagues, commissioners, funders and partner organisations.
- Excellent programme management, organisational and time-management skills, with the ability to coordinate multiple workstreams simultaneously and work to tight bid deadlines.
- Highly accomplished written communication skills, capable of producing clear, concise, persuasive and well-structured bids and reports.
- Excellent verbal communication skills, with the ability to influence, present and engage a wide range of stakeholders.
- Strong analytical skills, with the ability to interpret insight and impact data and translate this into learning and improvement.
- Ability to support and coach others to develop skills in bid-writing.

### Personal Qualities

- Ability to demonstrate understanding of and an **ambitious** commitment to the goals and values of the charity.
- Demonstrates a **positive** level of professional credibility, integrity, and emotional resilience.
- Self-motivated, **collaborative**, inclusive and supportive approach.
- Able to work flexibly, whilst maintaining good work/life balance.
- A record of actively promoting equality, diversity and inclusion.
- Willingness to reflect, learn and continuously improve practice.

## Rewarding our employees

We provide a reward package for our employees upon joining Carers First.

Our reward package includes:

- 26 days Annual Leave which increases with continuous service + Bank Holidays.
- 1 days Birthday Leave
- Benenden Private Healthcare Membership (following successful probationary period)
- Pension
- Death in Service Benefit
- Employee Assistance Programme
- Carer Passports
- High Street Discount Platform
- Flexible Working Options

## How to apply

To apply for a role with Carers First, please complete in full our online application form via our website: <https://www.carersfirst.org.uk/about-us/working-for-us/>

Appointments are subject to Carers First receiving an appropriate disclosure from the Disclosure and Barring Service that we consider acceptable.

We encourage and welcome applications regardless of gender, ethnicity, religion, disability, sexual orientation or age.

If you would like to discuss this role confidentially, please contact us at, [recruitment@carersfirst.org.uk](mailto:recruitment@carersfirst.org.uk), and we will be happy to organise one of the Team to contact you.

## Interview process

**Closing date: Wednesday, 13 May 2026**

**Interviews:** Successfully shortlisted candidates will be invited to a first round interview:

**Stage 1:** Online competence-based interview – **Tuesday, 19 May 2026**

Second round interviews will only be offered to those candidates who successfully meet the required criteria at the first interview as follows:

**Stage 2:** A face-to-face meeting in London with an interview panel – **Tuesday, 26 May 2026**. You will be required to do a presentation, and details will be provided in advance.

## Tips on completing your application

- Read the Job Description and Person Specification carefully.
- Be sure to include your employment history, details of relevant duties to the role you are applying for and any transferable skills you may have.
- Include any other work or volunteering experience you have which you feel is relevant.
- Read the Skills and Experience required for the role in the Person Specification and demonstrate clearly in your application evidence of how you meet each of these.

# Office:

Michael Gill Building, Tolgate Lane, Strood, Kent ME2 4TG

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**carersfirst.org.uk**

**0300 303 1555**