The Children's Trust
For children with brain injury





Business Development Marketing Manager

Candidate Briefing Pack





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Dear Candidate

Thank you for your interest in becoming a Business Development Marketing Manager at The Children's Trust.

We are the UK's leading charity for children with brain injury and neurodisability. We deliver rehabilitation, education and community services through skilled teams who work with children and young people, and their families.

We are unique, with an international reputation for the work we undertake to improve the lives of the children and families with whom we work.

We provide information and support to thousands of children with brain injury and their families annually, through education, care, therapy, and research. We provide expertise and experience in meeting the needs of children and young people with acquired brain injury, neuro-disabilities, and complex health needs.

As a Business Development Marketing Manager, you will report to the Lead Analyst & Impact Manager.

This is a chance for an outstanding candidate to make a significant and lasting difference to the lives of thousands of children and families.

Kind regards

Georgia Thorpe

Georgia Thorpe
Head of Business Development & Commissioning



The Charity

The Children's Trust supports children and young people with brain injury and neurodisability to live the best life possible. From our national specialist centre in Tadworth, Surrey, and through our community services, we provide specialist rehabilitation, education, therapy, care and family support.

Our services include:

- specialist rehabilitation for children with acquired brain injury
- a non-maintained special school, supported by residential provision for children with complex education, health, therapy and care needs
- community-based clinical support for children and young people with acquired brain injury
- online information and resources for families, including our Bumps Happen hub and publications.

Our Tadworth site provides a child and family-focused environment, including residential accommodation, therapy facilities, outdoor space and specialist equipment. We work closely with the NHS, local authorities and other partners to help children transition between hospital, home, school and community life.

The Children's Trust is also the only paediatric centre with a national specialised commissioning contract through NHS England to provide brain injury rehabilitation for children with severe brain injury. Alongside this nationally commissioned work, our services are supported through local health, care and education funding, as well as voluntary fundraising.

Our work is made possible by around 550 committed staff and more than 1,000 volunteers, bringing together expertise across nursing, care, education, therapy, retail, operations, fundraising, communications, HR, finance and other support functions.





Our Strategy: achieving our goals together

The Children's Trust exists to support children and young people with brain injury and neurodisability so they can live the best life possible.

Every year, 40,000 children across the UK experience a brain injury and about 350 sustain a severe brain injury, many with devastating consequences. Some children lose the ability to walk, talk, learn or communicate. Their lives – and the lives of their families – are turned upside down. Their chances to thrive in childhood and beyond are put at risk.

Our 2025–2030 strategy sets out how we will respond to the growing and urgent need for specialist neurorehabilitation for children and young people, deepen our impact and reach more families across the UK.

At the core of our strategy is a bold ambition: to be the UK's leading provider of paediatric neurorehabilitation, transforming outcomes through expertise, compassion and innovation.

Children, young people and families are central to everything we do. This strategy focuses on what matters most to them – their goals, potential and quality of life – while working in partnership with the wider health, education and social care system to create lasting change.

Over the next five years, we will expand and strengthen our services, invest in life-changing neurotechnology, future-proof our outstanding school, and build a sustainable organisation that can help more children, sooner.

By 2030, we want to look back with pride at how far we have come. We want to see how many more children and families we have helped to achieve their goals, whether that's future career aspirations, learning to walk again, being able to speak, or playing with siblings.

"This strategy reflects both the scale of the challenge we face and the strength of our ambition. Demand for specialist neurorehabilitation is growing, and our responsibility is clear: to build on our decades of expertise, invest in innovation and work in partnership across the system to help more children achieve the best possible outcomes, now and in the future."

Mike Thiedke, Chief Executive, The Children's Trust

Our strategic goals to 2030

Our Goals:

- Goal 1 Delivering safe, effective and high-quality services
- Goal 2 Enhancing and expanding our neurorehabilitation services
- Goal 3 Future-proofing our education offer
- Goal 4 Investing in our people
- Goal 5 Strengthening our finances

You can find out more about our strategy: achieving our goals together here



Job Description

Job Title	Business Development Marketing Manager
Reporting Manager	Lead Analyst & Impact Manager
Direct reports	Business Development Marketing Officer
Level	Manager
Contract Type	Permanent
Location	Tadworth, Surrey
Salary	£43,266 per annum
Probationary Period	Five months – this is a regulatory requirement for all new employees of The Children's Trust.
Hours of Work	37.5hrs per week
Working Pattern	Monday to Friday a combination of 8.30am - 4.30pm and 9am - 5pm to meet office needs. This role will require travel across the country – including supporting at and attending events, all of which may require overnight stays. Expenses will be covered.
Hybrid Working	Available for this role - 1 day per week work from home. This is a non-contractual informal arrangement; the role holder must be flexible and may be asked to change days to come into the office. Anything outside of this is considered flexible working e.g. fixed day working from home.
Notice Period (after Probation)	8 weeks
DBS	Enhanced with Child Barred List

Job Purpose

This role is pivotal in ensuring that The Children's Trust is considered the provider of choice, to support children with Acquired Brain Injury (ABI) and Neurodisability across the UK and internationally. The role leads on all business development and services-marketing activities to drive and increase brand awareness, identify and develop new opportunities, and cultivate relationships and partnerships to ultimately increase referrals and achieve income budget across all services offered by The Children's Trust.

The postholder will support the strategic growth of the organisation. This includes promoting new services; supporting pathway development; and coordinating the branding and marketing associated with these services. The role will deliver account-based and multi-



channel services-marketing activity, helping to expand referral pipelines, diversify income streams and generate new opportunities.

This role will be key to developing and maintaining relationships with key external stakeholders including hospital-based & community-based clinicians, commissioners at both integrated care boards and local authorities, with professionals from NHS England at a regional and national level, international embassies, and medico-legal professionals including case managers and lawyers.

Duties and Responsibilities

- In collaboration with the Head of Business Development & Commissioning, Lead Analyst & Impact Manager, Senior Commissioning Manager and relevant service leads, contribute to the development & implementation of the business development strategy, optimising referral-generating activity across existing and new services.
- Manage and deliver two connected areas of activity, drawing on support from colleagues across the organisation as required:
    - Account-based marketing plan (referred to as key accounts) – developing, cultivating and stewarding relationships to support referral pipelines across all services, including but not limited to relationships with NHS referrers and funders, local authorities, and private providers/funders.
    - Services marketing plan – overseeing the creation, implementation and review of multi-channel marketing activity to both professionals and parents/families.
- Oversee the organisation's events programme, including hosted events – webinars, site visits and tours, showcase events/open days, education events, and conferences, as well as external events – conferences, round tables, networking events etc., considering appropriate strategic alignment.
- Oversee event logistics and provide day-to-day management, support and direction to the Business Development Marketing Officer.
- Represent The Children's Trust externally, at both events and in meetings, ensuring opportunities are maximised and position is optimised, as aligned to the strategy. Consider, in collaboration with relevant colleagues, appropriateness of event attendance and ensure that the attendance is evaluated to demonstrate return on investment (direct and indirect).
- Where appropriate, consider and champion co-production of external conferences, including speaker opportunities, to strengthen the organisation's position as the go-to provider, and raise the profile of individual members of staff where strategically advantageous.
- Support the Head of Business Development & Commissioning and relevant service directors and leads with business cases, pathway development and the effective launch



of new services. Coordinate the associated business development, promotional, branding and services-marketing requirements.

- Work closely with the Head of Business Development & Commissioning, Lead Analyst & Impact Manager & Senior Commissioning Manager to monitor potential demand, competitor activity and relevant markets, identifying opportunities to expand referral and income streams, generate new leads, improve the service offer and mitigate risk.
- Work alongside the Head of Communications & Marketing within the Fundraising & Communications Directorate and their team, to harness support for the creation and implementation of services marketing multi-channel campaigns which support our referral pipelines.
- Oversee the commissioning of services-related marketing briefs internally and externally, to support the implementation of referral marketing activity and demonstrate return on investment.
- Own and oversee the organisation's portfolio of services-related marketing materials, including web-based content, digital content, and in-print, including existing materials and overseeing the development of new materials as required, harnessing support from the Business Development Marketing Officer.
- Work with the Head of Business Development & Commissioning and Lead Analyst & Impact Manager to set, manage and monitor the Business Development operational expenditure budget and deliver requirements, to services-marketing and business development spend.
- Reconcile monthly transaction listings, including credit card statements, supported by the Business Development Marketing Officer, to ensure effective management of expenditure budgets, producing reports as required.
- Manage and coordinate business development and services-marketing activity across existing and new services, providing updates and reports through the Head of Business Development & Commissioning and working closely with service leads.
- Produce and develop regular reporting of the impact of services marketing for senior management and leadership at the organisation to support and evidence how this work is supporting the business and strategic objectives.
- Represent and champion The Children's Trust externally, including at meetings and events with key stakeholders, building and maintaining relationships that support organisational strategy, referral growth, income development and new lead generation.

Professional Standards

- To undertake all mandatory training in line with The Children's Trust policy.
- Read and implement all policies, procedures and risk assessments pertinent to working practice and keeps up to date with policy changes as they occur.



- To ensure strict confidentiality at all times, only releasing information to those acting in an official capacity and with appropriate authority.
- Maintain up to date knowledge and expertise on use of relevant computerised equipment and applications.
- Prepare appropriately for Performance and Development Reviews, identifying learning objectives and setting targets, identifying opportunities for professional development in order to meet continuing professional development requirements.
- Adhere to the policies and procedures of The Children's Trust.
- Maintain professional boundaries and professionalism at all times.

Health and Safety

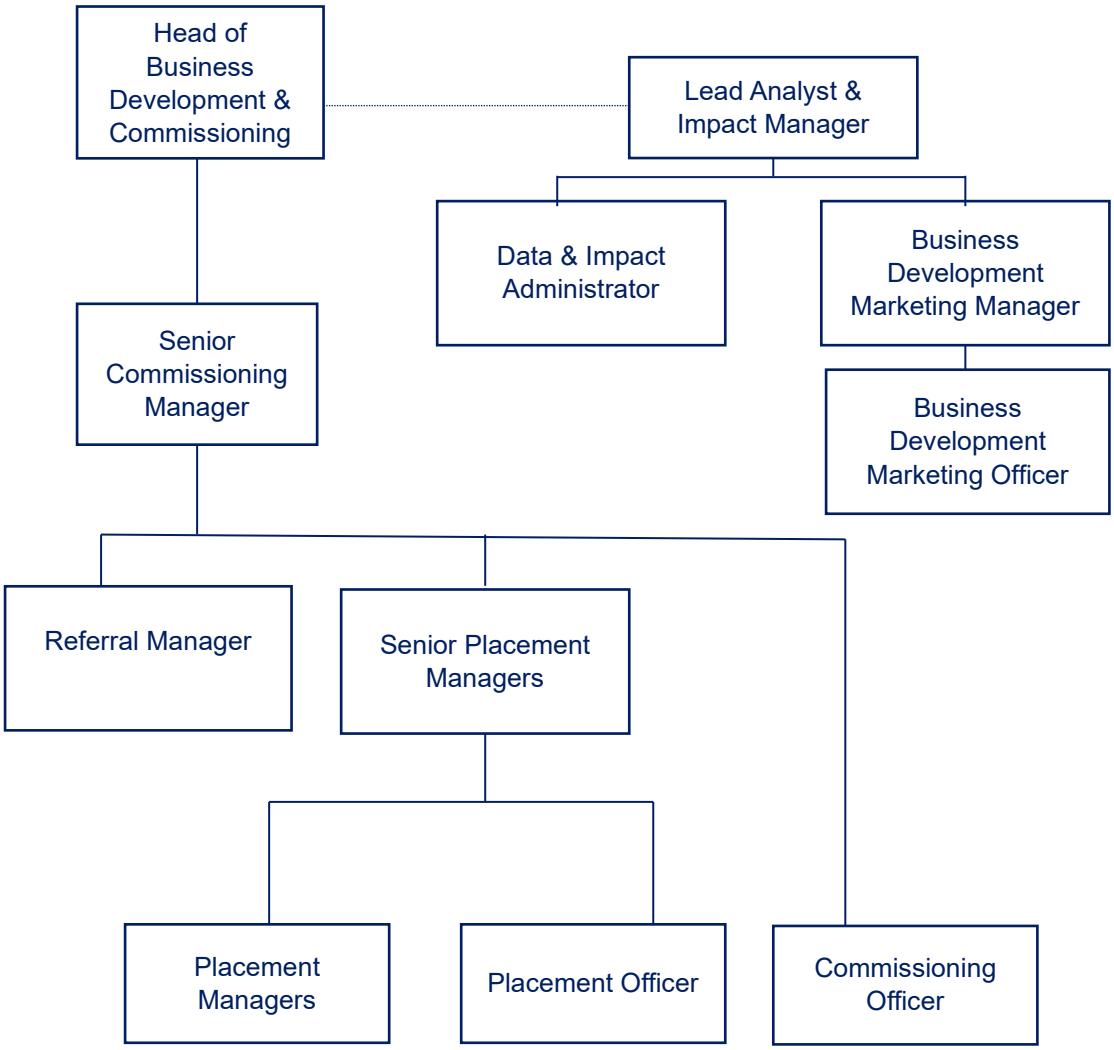
- Adheres to all Health and Safety guidelines, principles, and regulations to perform your role and comply with The Children's Trust policies and procedures.
- Promotes the health and safety of others.
- Uses the incident reporting and risk assessment system (Vantage), to identify and report risks and incidents/actions if directed.
- Responsible for identifying and mitigating risk within the work environment.

Wellbeing and Emotional Resilience

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.
- Remains organised and focused when under pressure.
- Responds appropriately and effectively to all constructive feedback.
- Motivates self and others.



Organisation and Structure





Person Specification

Selection Criteria:		Essential or Desirable
Education & Qualifications	• Degree-level qualification or equivalent professional experience in marketing, business development, communications, or a related discipline. • Relevant professional qualification in marketing, business development or a related field.	**Essential** **Desirable**
Experience	• Significant experience in a business development, marketing or relationship management role. • Experience developing and implementing strategic marketing and business development plans to generate new leads, referrals and income opportunities. • Proven experience developing and managing key stakeholder relationships, including with commissioners, referrers, and funders. • Experience planning, delivering and evaluating multi-channel marketing campaigns, promotional activity and events. • Experience managing marketing budgets, monitoring expenditure and evaluating return on investment. • Experience producing management reports and using performance information to evaluate the effectiveness and impact of business development and marketing activity. • Experience managing, supporting and developing staff.	**Essential** **Essential** **Essential** **Essential** **Essential** **Essential** **Desirable**
Skills & Abilities	• Excellent communication, influencing and presentation skills, with the ability to represent the organisation externally. • Strong relationship management skills, with the ability to build effective partnerships and influence stakeholders. • Ability to translate organisational strategy into effective business development and marketing plans. • Strong organisational and project management skills, with the ability to manage competing priorities and coordinate multiple activities. • Creative, proactive and innovative approach to identifying opportunities, generating referrals and supporting service growth.	**All Essential**



Knowledge	• Knowledge of effective business development approaches, including account-based marketing, stakeholder engagement and referral generation. • Understanding of multi-channel marketing, including digital, web-based and printed promotional materials. • Knowledge of market analysis, competitor activity and identifying opportunities for service development and growth. • Understanding of brand management, organisational positioning and approaches to raising organisational profile. • Knowledge of event planning and management, including evaluating effectiveness and return on investment. • Understanding of the health, education and/or social care commissioning landscape and funding environments.	**Essential** **Essential** **Essential** **Essential** **Essential** **Desirable**
Personal Qualities	• Commitment to the vision and values of The Children's Trust. • Flexible and 'can do' attitude to competing commitments in workload. • Highly motivated and reliable. • Ability to cope working in a demanding environment. • Commitment to maintaining personal wellbeing and the wellbeing of colleagues. • Resilient and confident when managing challenging negotiations, competing priorities and complex situations. • Collaborative and able to work effectively across the multi-disciplinary teams.	**All Essential**



Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and young people. To achieve our commitment, we will ensure continuous development and improvement of robust safeguarding processes and procedures that promote a culture of safeguarding amongst our workforce.

The Children's Trust has policies on safer recruitment, the recruitment of ex-offenders and criminal record checks. Please refer to the People Team for further information. It is an offence to apply for a role in regulated activity with children and young people if the applicant is barred from engaging in regulated activity relevant to children and vulnerable adults.

Equity, diversity & Inclusion

The Children's Trust is committed to achieving equity, diversity and inclusion (EDI) across all levels of the organisation. For further information, see: https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-Inclusion
To help us achieve our ambition to give children and young people with brain injury and neurodisability the opportunity to live the best life possible, we want to accurately reflect the UK's diverse population. We want equity, diversity and inclusion to be at the heart of everything we do, and our people, services and culture to reflect the diverse needs of all. Through our diversity and inclusion strategy, we have made a commitment to increase the diversity of our charity and create an inclusive culture. We have networks across the organisation working to ensure that these aims are met - including an LGBTQIA2S+ group, Ethnic Diversity Group, and Spark – our broad EDI group. Read more about our EDI work

We welcome applications from all who share our ambition regardless of background. We will strive to ensure that any reasonable adjustments are made in respect of interview and working arrangements.

Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

