



## **Business Development and Strategy Manager Consultant**

**Length of contract:** 3 -6 months

**Day Rate:** £300-£350

### **Information about Kineara**

Are you looking for a pivotal role which will shape the future of a CIC and charity working on key social justice challenges? Are you excited to take on a strategic post which will demonstrably improve the charity's work with its service users, supporters and other key stakeholders? If so, we'd love to hear from you!

### **Our Vision**

- We want to see a society with supportive, connected, healthy communities and services that enhance wellbeing, advocate for equity, social justice, and experience transformational outcomes.
- We want to see vulnerable people due to their lived circumstances or those with complex needs at the centre of decisions that affect them, with access to quality support, services and resources that recognise everyone's inherent worth and leaves no-one behind.
- Kineara aims to become a go-to provider of specialist, meaningful support services that really make a difference to the quality of vulnerable and marginalised people's lives across the UK.

### **Our Mission:**

- To support people going through challenging times that negatively impacts their wellbeing.
- To create and deliver effective support service that introduce and inspire meaningful and lasting change in the lives of the people and communities we service

To ensure people leave Kineara feeling better equipped to face challenges and life with hope.

Kineara practically fulfils our vision and mission through a range of housing, education and employment programmes we provide. All Kineara's programmes are designed to work alongside and support people through difficult times. Our hope is that people leave Kineara in a better position than before .

Website:

[www.kineara.co.uk](http://www.kineara.co.uk)

Kineara video

[https://youtu.be/BY\\_lE1dNJg](https://youtu.be/BY_lE1dNJg)

### **Business Development and Strategy Manager Consultant**

Kineara has the opportunity to develop a commercial arm and develop our products and services to increase cash flow and future opportunities. The Business Development and Strategy manager role will support Kineara's business objectives and activities in order to achieve our vision. As part of our vision we want to be in the best position to take advantage of potential growth opportunities. Kineara's potential for growth is something the team are immensely proud of. This role will enhance Kineara's readiness to access opportunities and become a trusted sustainable organisation.

The role will help Kineara gain insights and a deeper understanding of the external environment by researching the needs of the business and its competitors to gain a broader view of the target market to increase competitiveness.

This role explores viable commercial opportunities, reviews current market trends to propose new business ideas that can improve revenue margins, whilst keeping our clients at the heart of our growth and impact.

### **Objectives of this role**

- Support and develop a business strategy that prioritises Kineara's growth, sustainability and impact
- Scope out potential commercial opportunities informed by our current services and products to build sustainable revenue and improve cashflow
- Build relationships with partners and develop a network of contacts to attract new partnerships.

### **Responsibilities**

- Helping Kineara obtain better brand recognition and financial growth
- Coordinate with all staff including executive, operational, communication and finance teams
- Develop quotes and proposals for prospective partners and clients
- Setting goals for Kineara's team and developing strategies to meet those goals
- Attend business meetings, conferences and industry events

- Conduct high-level industry research that aligns with Kineara's ambition for growth and sustainability focusing on where Kineara's products and services can be best promoted and sold
- Provide constructive feedback to Kineara CEO and trustees
- Produce and oversee the growth strategy and plan
- Identify and propose new areas, methods and commercial opportunities for growth and forecast potential sale areas
- Conduct competitor analysis
- Identify new skills needed within the team to ensure success of new business opportunities

## **Skills and Experience**

### **Essential**

- Entrepreneurial mindset
- Demonstrable experience of supporting social businesses and organisations grow and develop in a sustainable way – this may be developing and executing business plans
- Business management skills
- Excellent verbal communication skills
- Strong analytic, strategic and leadership skills
- Experiencing in nurturing relationships
- Enthusiasm for Kineara and its growth potential
- Experience in taking opportunities to market

### **Desirables**

- Experience in sales, communication, negotiation, marketing, data analysis and project management

### **Preferred qualifications**

- Educational background in business, marketing, or finance

*Whilst we would like someone who has qualifications in Business BSc/BA – we believe that having a proven track record of experience is more important.*

### **Application process:**

We are accepting proposals for this job until **8<sup>th</sup> September 2024**. Please send proposals, cover letter and copy of your CV to **mmorgan@kineara.co.uk**

***Please use this JD as a guide, we welcome proposal that are creative and demonstrate how you might deliver this work.***

