

# Business Development Director

Job Description and Person Specification



# Business Development Director

<b>Hours</b>	37 hours per week (30 hours will be considered)
<b>Salary</b>	£52,126-£54,242 per annum (pro-rata for part-time)
<b>Contract</b>	Permanent
<b>Location</b>	We offer hybrid working though this post is based at Clarence House, Horsforth, Leeds, LS18 4LB with travel across West Yorkshire;
<b>Annual Leave</b>	28 days a year plus 8 Statutory holidays, rising to 31 days after 3 years
<b>Pension</b>	3% employer contribution, 5% employee contribution, enhanced by salary exchange
<b>Probationary Period</b>	6 months
<b>Reporting to</b>	CEO
<b>DBS Check Level</b>	Basic

## Introduction

Leeds Mind promotes positive mental health and wellbeing and provides help and support to anyone who needs it in and around Leeds. We have faith and optimism in our clients and so the services we deliver are built around their needs. We support the people of Leeds to discover their own resources to 'recover' from periods of poor mental health, and to live life independently with their mental health condition.

Our values of Being Open, Supportive, Brave, Connected, and Resourceful are pivotal to the work we do.

The Business Development Director will have strategic responsibility for income and growth, working collaboratively with internal and external stakeholders to maximise business opportunities. They will lead development of key partnerships with new and existing stakeholders, commercialisation of services, and lead the

communications and marketing strategy. The post holder will lead the Business Development Team, developing collaborative partnerships and leadership as part of the SLT and by supporting the Leeds Mind Board of Trustees. They should have excellent commercial awareness, communication and interpersonal skills, drive and commitment to promote and deliver innovate high quality provision and experiences for people with mental health difficulties.

## Belonging at Leeds Mind

Leeds Mind is committed to creating an inclusive environment and being an equal opportunities employer - We believe that inclusive practices should be part of everything we do. We are committed to ensuring that our colleagues, volunteers, and service users feel a sense of belonging at Leeds Mind that gives them the confidence to share their unique perspectives and experience. To find out more about how we are developing this you can click [here](#).

## Purpose of the role

The Business Development Director will set a clear strategic plan for growth, leading our tendering and partnership processes to fulfil our strategic objectives and maximise our impact. In collaboration with CEO and SLT, you will inform the strategic direction and deliver against key performance indicators in creating a progressive and agile culture.

You will lead the implementation and development of income generation, developing and implementing strategies to drive all income streams to drive growth. You will develop a pipeline to maximise income from corporate partnerships, (including training), whilst looking at diversifying the portfolio to generate new business

You will deliver an innovative communications and marketing strategy, embracing digital development to promote our work, increase brand and mental health awareness and the impact Leeds Mind is having.

You will develop our corporate partnerships to enable our ambitions and achieve our goals motivating the team with a values-led leadership style.

# Main tasks and responsibilities

## Income Generation and Development

- Oversee the development and implementation of an income generation strategy to increase income in line with targets and build our vision for sustainable growth through new business, partnerships and existing networks.
- Oversee the development of our tendering process for new business creating a proactive and sustainable approach to maintain and secure existing business and continuity planning
- Take strategic responsibility for diversification of income to maximise unrestricted income and develop revenue streams including fundraising, corporate partnerships and legacy. Proactively reviewing the income portfolio for growth opportunities, maintaining and securing existing business and planning new business opportunities.
- Create and identify new business opportunities to expand our profile and reach to deliver against our strategic priorities
- Lead on donor and partnerships experience so all our business connections feel valued and informed of the impact they have made to people with mental health difficulties. Reviewing existing supported base and developing stewardship plans to ensure excellent supporter journeys
- Build strong relationships with commissioners, partners and corporate organisations and donors
- In collaboration with SLT colleagues develop the commercialisation of the organisation including trading opportunities, training, digital platforms and paid for services

## Leadership and Management

- Proactive leadership and management of Business Development Team enabling operational targets to be achieved and aspirations for development
- Work effectively with SLT, Board/committees, & CEO to develop efficiency, build a sustainable business model and position us for new opportunities
- Take a proactive approach to keeping abreast of fundraising and charity laws ensuring that all activities adhere to relevant legislation and guidance, overseeing all relevant policies and procedural changes and updating as relevant

- Ensure full accountability for the Business Development budget to deliver income targets and KPIs, ensure efficient and robust management creating a growth mindset and demonstrating this through concise, robust and timely reports in line with organisational requirements
- Take a lead role in presenting organisation wide and business development information and initiatives, creating a visible and supportive presence
- Develop a methodical and proactive approach to external partnership and collaboration to further organisational objectives
- Be accountable for the development of the Business Development strategy for Leeds Mind Business plan reporting to Board and supporting relevant Board committees as appropriate

### **Communications and Marketing**

- Develop and oversee implementation of a comprehensive communications strategy, ensuring professional, appropriate brand management and visibility, marketing, events, website and social media to increase brand awareness and support income generation.
- Develop our approach to monitoring and understanding our impact to better evidence our work, share people's experiences and ensure we are relevant and relatable to communities where mental health is most prevalent.
- Oversee our digital development, fundraising platforms, and CRM systems, developing our system interoperability and capacity
- Implement Mind brand guidelines and ensure our reputation is maintained through relatable consistent and engaging communications maximising organisation networks, engaging supporters and harnessing campaign impact.
- Oversee income generation policies and procedures, ensuring they are compatible with all relevant regulations and best practice.
- Monitor trends and developments within the sector, to inform and implement change where necessary, in partnership with the SLT.
- Contribute to leadership and organisational strategy, planning, policy, budget setting and decision making at Leeds Mind as a member of the Senior Leadership Team.
- Embed a culture of high performance in the team by developing departmental objectives, budgets and work plans, ensure performance standards are

achieved, budgets are monitored, and results evaluated to drive continuous improvement.

## Organisation

- Participate in 1:1s, performance and development, including Leeds Mind compulsory training programme.
- Attend and participate in service/team meetings.
- Work within the framework of Leeds Mind's policies and procedures
- Promote the values, behaviours and ethos of Leeds Mind
- Respond and report on safeguarding concerns in line with the Leeds Mind safeguarding policy and procedure.
- Undertake any other reasonable duties as and when required.

# Person Specification

	Essential	Desirable
<b>Knowledge/Qualifications</b>	<ul style="list-style-type: none"> <li>• Working knowledge of Charity Income Generation and regulations</li> <li>• Good understanding of bid framework, commissioning, and tendering</li> <li>• Educated to degree level or demonstrable equivalent experience</li> <li>• Third sector and charitable trusts</li> <li>• Commercial services and training</li> </ul>	<ul style="list-style-type: none"> <li>• Partnerships including third sector and matrix management</li> <li>• Mental health policy and practice</li> <li>• NHS Commissioning</li> </ul>
<b>Skills/Ability</b>	<ul style="list-style-type: none"> <li>• Excellent leadership and interpersonal skills</li> <li>• Strategic and creative thinking</li> <li>• Business planning</li> <li>• Excellent written and verbal communication skills</li> <li>• Able to prioritize effectively and manage expectations of stakeholders.</li> <li>• Excellent analytical and IT skills (including databases/Office etc)</li> <li>• Influencing and negotiation skills</li> <li>• Presentation skills</li> <li>• Leading successful bid processes and partnership</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience/success in a leadership role in Charity Income Generation and sustainable business development</li> <li>• Proven experience in devising, managing, and implementing a budget,</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising and events management</li> <li>• Marketing and PR environments</li> <li>• Corporate/ commercial roles</li> </ul>

	<p>financial modelling including meeting/exceeding targets.</p> <ul style="list-style-type: none"> <li>• Developing a business case for new or expanded income streams, based on opportunities</li> <li>• Analysing and interpreting information.</li> <li>• Developing and implementing income generation strategies</li> <li>• Digital strategy and implementation</li> <li>• Marketing and Communications/PR</li> </ul>	
<b>Behavioural</b>	<ul style="list-style-type: none"> <li>• Lives our values every day – Being Open, Supportive, Brave, Connected, and Resourceful.</li> <li>• Open to change and able to work flexibly in line with the needs of the service/organisation.</li> <li>• Solution focussed</li> <li>• Commitment to working in partnership with service users, management, and staff.</li> <li>• Understanding of the challenges faced by people experiencing mental health difficulties.</li> <li>• Demonstrate a commitment to equality and diversity in the workplace.</li> <li>• Commitment to safeguarding clients and others you may come into contact with as part of your role.</li> </ul>	<ul style="list-style-type: none"> <li>• Lived experience of mental health difficulties.</li> </ul>