



Leading the way
for charity finance

Your next move

Working for CFG

Business
Development
Manager

June 2024



Good to meet you!

Let's get to know one another

If you're here then you're probably thinking about working for CFG. But who are we and what do we do?

Charity Finance Group (CFG) is the charity that supports all other charities to make the biggest difference possible. We do this by helping them to make their money and resources go further, by putting financial leadership at the heart of their decision-making.

We strive to up-skill the sector, and we work together as a community to create a more supportive environment for charities to operate in.

We work and partner with thousands of brilliant people...



Meet the CFG Team

Together, we make great things happen

Our team is small but perfectly formed! We celebrate our diversity and knowledge and bring many different skills and experiences to the table, wherever that's located.

We do this with a sense of humour and in a friendly, supportive environment, whether from home, a remote desk space nearby (we will help find one if needed) or from our serviced office in London.

Wherever we are, we make great things happen together!

CFG staff team, June 2023



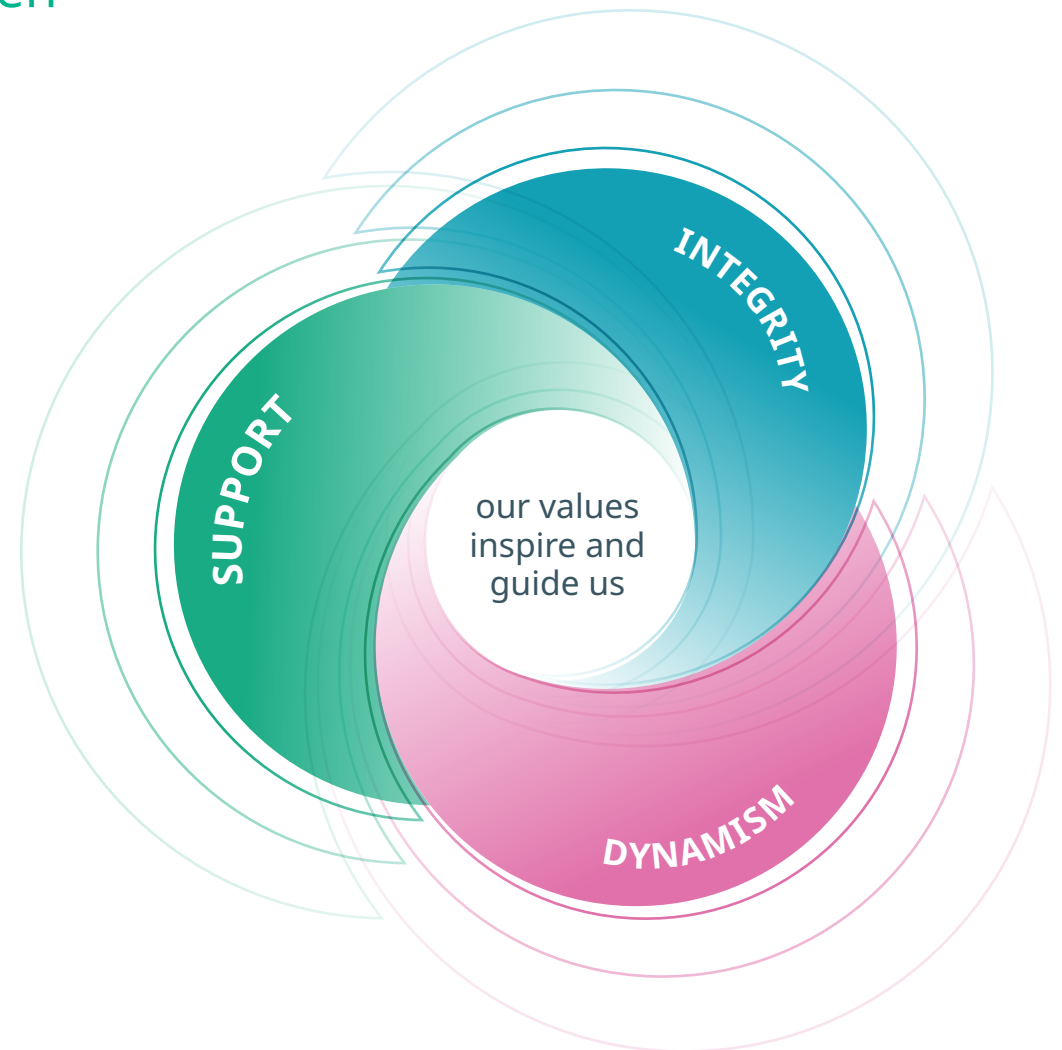
CFG's values

Together, we make great things happen

At CFG, we put our shared values at the heart of all that we do. Integrity. Support. Dynamism.

We believe that people perform at their best when they are happy at work. So, we strive to create and protect a trusting and collaborative environment where people can experiment, learn and flourish.

We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not. When we get this right, we achieve brilliant results together, making CFG a truly inspiring and enjoyable place to work for everyone.



Valuing diversity

A sense of belonging and inclusion

The research is clear: ambitious goals are solved better by diverse teams. People with different backgrounds and experiences bring new perspectives to the team.

When recruiting, CFG focuses on reaching a diverse group of candidates. We hire people by assessing how their skills fit the role, how their values and experiences add to our team's diversity and what energy they bring to the organisation. This strengthens our team to be truly representative of all groups within society.

Belonging is an important aspect of diversity and inclusion. We want every member of our team to feel accepted and understood at CFG – to fundamentally feel each of us can bring as much of our authentic selves to work as we choose.

We invest in our team and their wellbeing and we have a zero-tolerance approach to any kind of discrimination.

We're always open to constructive feedback, so please do bring things to our attention, so we can improve what we do and how we do it.



Why work for us?

Here are just some of the benefits...



The most productive, successful and enjoyable organisations to work for are the ones that champion diversity, collaboration, innovation and creativity.

There's lots of potential for development and progression at CFG and within the wider charity sector. We offer superb benefits, including a generous pension contribution, flexible working, four paid volunteering days and access to our 24-hour, free and confidential mental wellbeing platform, Plumm.

So, what role are we looking to fill right now? And who are we looking for? Read on...

Who are we looking for?

Business Development Manager

Salary: £41,528, plus bonus

35 hours per week, Monday to Friday

18-month fixed term contract with a potential to become permanent

Reporting to: Head of Membership

No line management for this role

This role is remote first, whether at home or a suitable location near you (if home is not suitable). We work remotely but are required to attend quarterly staff away days, and ad hoc meetings and events. Travel costs are paid up-front by CFG.

In the pivotal role of Business Development Manager, you will be responsible for delivering CFG's membership growth strategy, focusing on recruitment of larger charity and bulk charity memberships.

With a commercial but ethical sales mindset, you will be an experienced business development enthusiast with a proven track record of driving b2b membership growth. You will understand and identify charity members' needs and communicate how CFG membership helps to meet those needs.

You must be completely at ease in a digital environment, but also be willing to travel to face-to-face meetings, recognising it may take some time to develop prospective member relationships and build rapport and trust.

Who are we looking for?

The essentials:

You will be an excellent communicator, articulate and able to convey the benefits and USP of CFG membership to CFOs and other senior leaders.

You will have a sales and business development style that is appropriate for developing relationships with C-suite professionals within the voluntary sector. You will have the ability to follow up leads promptly, use LinkedIn and other data sources to research prospects, be a skilled user of CRM systems, and be able to interrogate data, spot trends and analyse success rates and gaps, informing CFG's future member offering.

You will uphold CFG's reputation within the sector as the go-to body, convening powerful networks and supporting and promoting financial leadership at all levels, whilst adhering to our values of dynamism, support, and integrity.

You will be an effective team player, bringing vital market and prospective member insight and

intelligence back to the Membership Team and wider organisation, to help inform membership activities, prioritisation and wider business planning.

Depending on your success in the role, there will be an opportunity for this role to become permanent.

Demonstrate CFG values by:

- Bringing your whole self to work when working with colleagues and external partners, being open and honest.
- Being open-minded and happy to embrace change.
- Motivating others and demonstrating enthusiasm about the impact we can have.
- Working hard to exceed expectations and ask for help when needed.
- Collaborating with colleagues and actively sharing knowledge.
- Giving feedback constructively.
- Being resilient and readily willing to adapt to an ever-changing environment.

Specific responsibilities

Market research

- Identify target segments and support marketing campaigns with personalised follow up for target organisations and prospects.
- Monitor and report on competitor activities around membership, providing relevant trends, reports and information.
- Research and propose new income generating services and opportunities to Head of Membership and Leadership Team.
- Ensure that CFG is able to capture, manage, capitalise on and convert leads across current and potential future target audiences.
- Deliver insight and intelligence into the organisation to inform planning, prioritisation, and business development.
- Develop and maintain a thorough knowledge and understanding of CFG, macro and micro environments within the voluntary and not for profit sector, and integrate this knowledge into business development activity, trend analysis, and recruiting new members to CFG.

Business development

- Be responsible for winning new business in bulk and individual charity memberships, negotiating agreements.
- Use CRM tools and networking to develop pipeline of potential targets.
- Understand and be able to demonstrate sales principles and the pipeline process, customer relationship management, and marketing concepts
- Engage effectively with prospects by phone, email, Teams and face-to-face meetings.
- Follow up inbound and outbound queries efficiently and effectively.
- Work closely with Leadership Team and Head of Membership to identify opportunities for organisational growth, diversification and improvement .
- Assist where necessary in promoting and selling bespoke services, including but not limited to training courses, consultancy contracts, and any other products that may be developed.
- Play pivotal role in the driving growth, sustainability and reputation of CFG.

Specific responsibilities

Communication and analysis

- Lead internal coordination and communication with colleagues to ensure alignment of business development/membership growth efforts.
- Collaborate with internal teams and external stakeholders to ensure successful new member recruitment and onboarding.
- Ability to analyse data to develop clear and compelling membership proposals including developing and utilising the CFG value proposition statement with the Marketing Manager.
- Support CEO and DCEO's in extending and strengthening relationships with existing members and developing new relationships.

Product and service development

- With the Head of Membership, and with support of other internal teams, drive forward and project manage new product and service offerings to deliver to our membership.
- Make recommendations on any revisions or amends

to existing membership benefits based on feedback received from prospects or existing members. Regularly monitor progress to identify any trends or risks to mitigate.

- Develop key performance indicators for membership recruitment to measure success and track progress.

Additional responsibilities

- Support the development of cross-function working taking the lead where appropriate.
- Represent CFG at events and attend external events
- Support the Head of Membership with budget management and forecasting.
- At all times, work pro-actively to promote CFG's equal opportunities policies, both in respect of service delivery and employment issues; and to ensure the health, safety and welfare of the post holder, colleagues, members and visitors.
- Cover for colleagues when necessary.
- Other such duties as shall be required as part of a collaborative staff team.

Job description

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • No formal qualifications are required. • The candidate will be required to demonstrate excellent written and verbal use of English. • The candidate will be required to be competent in mathematics, as using statistics is part of the role. 	
Experience	<ul style="list-style-type: none"> • Experience of successful b2b member recruitment (ideally recruitment of organisational members not individual members). • Proven experience in business development, ideally gained from the third sector. • Experience of writing business development proposals and securing new business. • Experience of project management and co-ordination. 	<ul style="list-style-type: none"> • Experience of working in a not-for-profit or membership organisation
Knowledge/ understanding	<ul style="list-style-type: none"> • Knowledge and understanding of membership benefit and services offerings. • Knowledge of communicating value of membership via Value Proposition Statement. • Understanding of and comfortable with technical content. • High level use of CRM systems and Microsoft Office suite. 	<ul style="list-style-type: none"> • Knowledge of charity finance • Knowledge of charity sector • Knowledge of finance roles and functions

Job description

Essential

Desirable

Skills/abilities

- Excellent interpersonal and communication skills to enable you to build authentic relationships with prospective members and ability to communicate and articulate CFGs member proposition to decision makers.
- Sociable, fantastic relationship builder who uses empathy to understand and relate to others.
- Must be self-motivated, think strategically, and love to work collaboratively across teams.
- Driven and determined, self-starter, able to use own initiative
- Someone who aligns with our mission and values
- Consultative approach to selling.
- Active listening skills.
- Uphold high ethical standards in all interactions with prospects, members and colleagues.
- Proactive and results-oriented mindset.
- Resilient and adapt to change with ease.
- Ability to relate to people at all levels.

Continued over >

Job description

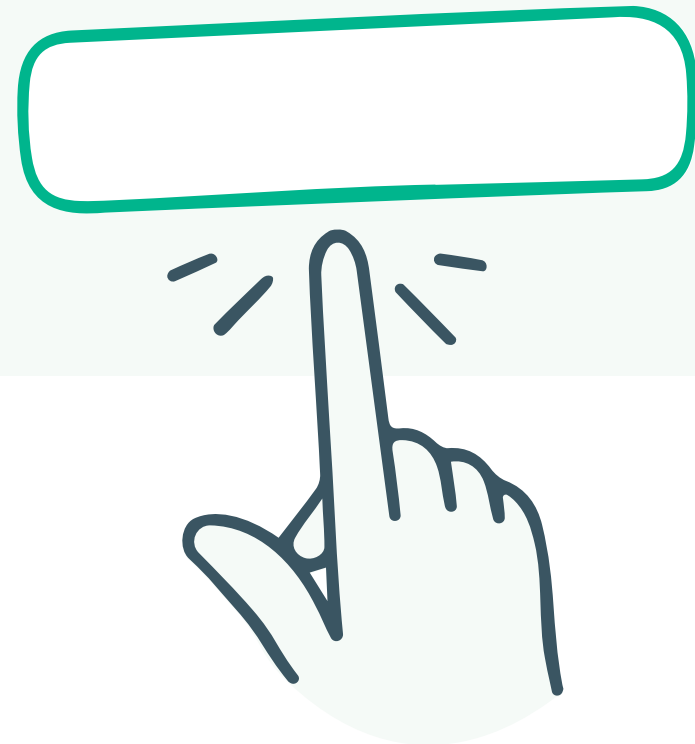
	Essential	Desirable
Skills/abilities (continued)	<ul style="list-style-type: none">• Excellent communication, negotiating and influencing skills.• Organisational, planning and time management skills.• Confident presentation skills.• Ability to write reports, keep records, and work within budgets• Excellent command of English language both written and verbal.• Exceptional attention to detail.• Ability to work collaboratively and flexibly across a small staff team.	
Other	<ul style="list-style-type: none">• Commitment to personal and professional development.• Commitment to working in alignment with CFG's values and behaviours.• Willingness to work outside core hours occasionally.	

Don't delay! Apply today

You're one step closer to a fantastic job...

You're still here? Great! Before you tell us about you, please make sure you've read the full job description.

Please visit our [online recruitment page](#) to submit your application which will be anonymised (external website).



Recruitment timeline

9am, Monday 1 July: Deadline for applications

Wednesday 3 July: Task stage opens

From 8 July: Interview stage

Our selection process includes the completion of a task (remote). Following successful completion, you may be invited to the interview stage. If you would like to find out more, please email the team to arrange an informal discussion: vacancies@cfg.org.uk. We'd be happy to chat through the process with you and answer any questions you might have.

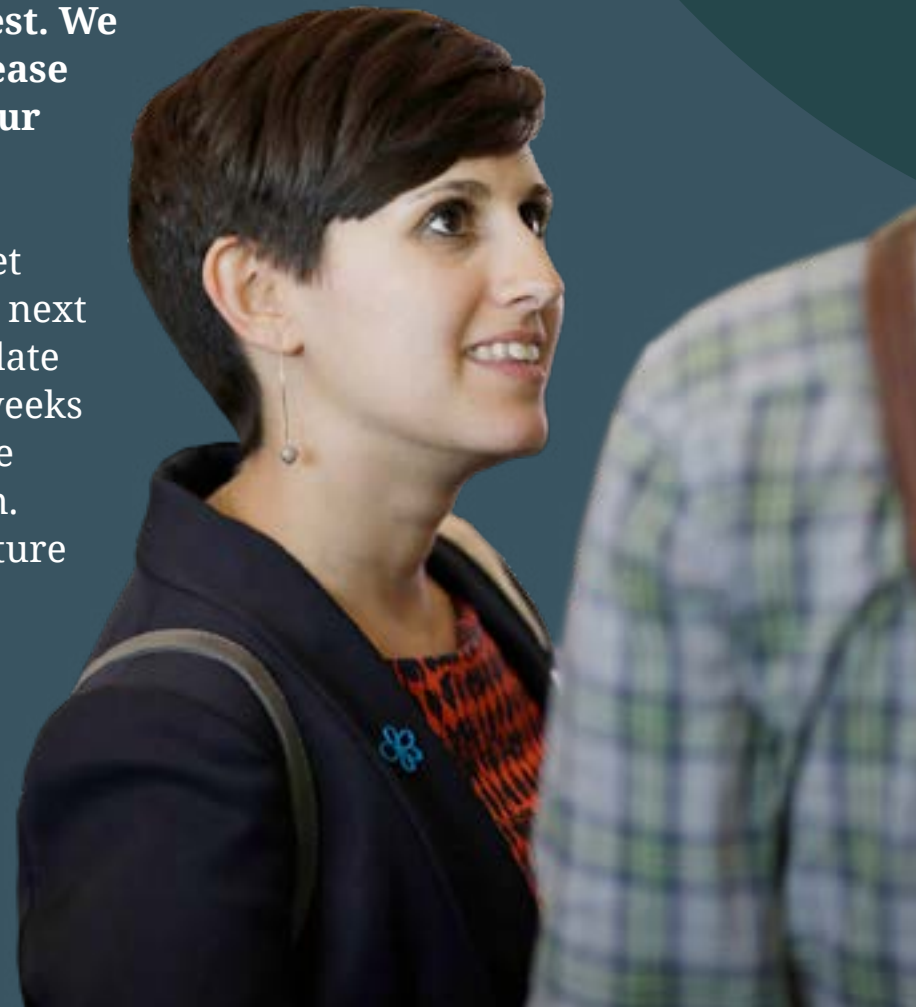
Thank you

We value your time and interest

Finally, thank you for your time and interest. We will be in touch as soon as possible, but please bear with us while we take time to read your application – we are a small team!

If you are shortlisted for interview, we will get back to you and share more details about the next stage. We try our best to contact every candidate but if you do not hear from us within three weeks of submitting your application, please assume you have not been successful on this occasion. But please keep an eye on our website for future vacancies!

In the meantime, please head to our website to find out more about CFG. We wish you the best of luck in your application!



Good to know

Website: cfg.org.uk

Careers with CFG: cfg.org.uk/work_with_us

Job enquiries: vacancies@cfg.org.uk



#NonGraduatesWelcome

