



## **Business Development Manager**

**Hours: 37.5 hours per week**

**Pay: £56,779**

**Hybrid: Home working and in offices at 250 Euston Road, London NW1 2PG and at Universal House, 88-94 Wentworth Street, London E1 7SA**

### **Role/job description**

#### **About us**

Pathway is a unique national charity with two mutually reinforcing purposes:

- i) to improve health and care outcomes for people experiencing homelessness and other forms of profound social exclusion,
- ii) to use the evidence and experience we generate to campaign for wider system and policy changes that will prevent homelessness and deep social exclusion in the first place.

Since our foundation in 2010 Pathway's success has been based on clinical credibility, and our commitment to evidence-based practice, the involvement of lived experience, quality improvement, health equity, social justice and compassion in care. We work within and alongside the NHS to improve the quality of NHS services and to foster the adoption of evidence-based care quality improvements for our population. Pathway has played a leading role in defining the concept of inclusion health and building recognition of the needs of our population across the NHS. In 2021 we merged with Crisis, the national homeless charity, to become a subsidiary charity in their group which allowed us to further increase our impact and reach across the system.

#### **The Role**

Our Business Development Manager plays a key role in our small core team, working with staff across the organisation to develop our offers to NHS partners and building and managing relationships with external funders and partners from the statutory, charity and corporate sectors. Reporting to the Chief Executive the postholder plays a leading role in developing strategies to increase our impact, diversify our revenue streams and support the spread and replication of evidence-based models of care and service improvements, emerging from Pathway's own work and our wide inclusion health networks.

The main tasks are:

## **1. Business Development & Lead Generation**

Research and identify opportunities to spread Pathway's models of improved care, including new routes to NHS commissioners, budget holders, and innovative funding mechanisms. With senior support, identify target contacts and generate leads to develop and diversify Pathway's revenue streams and carry out planning to adapt to the external environment.

## **2. Grant Writing & Funding Applications**

Lead and co-ordinate the development of high-quality grant applications and service business cases, working across Pathway's teams to gather evidence, articulate impact, and make compelling cases for support to NHS commissioners and Trusts, charitable foundations, and corporate partners.

## **3. Relationship Management**

Build, manage and track relationships with NHS commissioners, system partners, clinical champions, corporate partners and funders through new and existing mechanisms. Represent Pathway externally, developing a deep understanding of commissioners' and funders' needs, and propose ways Pathway can plan to meet them. Help staff, Fellows, and close partners to understand these needs and how Pathway may need to change in response.

## **4. Marketing & Communications**

Work with the Communications Manager to develop promotional campaigns and marketing materials that increase Pathway's impact and externally generated income. Maintain a strong working knowledge of Pathway's care innovations and service models, and promote these in an NHS-appropriate style. Keep abreast of developments in the NHS to ensure Pathway's communications and marketing activities connect with current health service concerns.

### **About you**

#### **You need to have:**

- excellent oral and written communications skills including presentation skills
- experience of building trust, confidence and excellent working relationships with clients and partners
- experience of working within the health or health inclusion field preferably within NHS commissioning organisations or public health
- demonstrable knowledge of NHS commissioning structures and practices
- passion for and a strong commitment to improve health outcomes for the most marginalised people in the UK
- the credibility to describe and promote care and service quality improvements developed by Pathway and practitioners across our networks

- knowledge and experience of marketing techniques and evidence of success in applying them to public sector organisations
- demonstrable experience of project and programme management
- ability to see the big picture and develop strategies that can be understood and taken forward by others in the team
- demonstrable experience of working successfully within a team
- strong negotiating skills including evidence of securing ongoing revenue for projects or programmes
- a commitment to Pathway's core values including a firm commitment to human rights-based approaches and eradicating unfair discrimination in all its forms

**Ideally you will have:**

- experience of fundraising and grant writing
- experience of charity sector governance
- experience of working with central, regional and/or local government

**Key contacts:** Clinical and other Pathway staff and Pathway fellows, Members of the Board of Trustees, representatives of Crisis and funding bodies, members of the Faculty for Homeless and Inclusion Health, other stakeholders for Pathway's projects including in hospitals and NHS commissioning organisations, other 3<sup>rd</sup> sector charities and local and central government

**Responsible to:** Pathway's Board of Trustees

**Accountable to:** Pathway's CEO

**Working at Pathway**

Pathway's offices are in London but with limited desk space. The postholder will be expected to split their time between the office and working from home with an expectation of at least two days a week in the office – precise arrangements to be agreed with the CEO.

Pathway is an equal opportunities employer and is committed to growing a diverse workforce. We will make any necessary adaptations for a disabled employee. Applications from people with lived experience of homelessness or other forms of social exclusion are particularly welcome.

**Benefits**



We are a friendly, committed group of people, who provide a positive and proactive working environment. We are a flexible employer and your working pattern can be agreed with your line manager.

*Holiday entitlement:* 30 days plus bank holidays

*Pension:* Pathway's employees are automatically enrolled into the Nest Contributory pension scheme (which was set up by the Government). Contributions are made as follows:

- Full time salary £30,000 or below: employer contributes 7% and employee contributes 1%
- Full time salary £30,001 and above, employer contributes 3% and employee contributes 5%

*Travel to work loan scheme:* An interest free season ticket loan (maximum £5,000) or bicycle loan (maximum £500) repayable over 12 months is available.

**Applications:** Please apply with

- a CV
- a description (maximum 500 words) of how you're suitable for the role
- details of two referees

send to: [info@pathway.org.uk](mailto:info@pathway.org.uk). Referees will only be contacted upon the provisional offer of employment.

AI can be a helpful tool, but please do not submit entirely AI-generated CVs or personal statements. Your application and interview should give us an accurate and authentic picture of your own skills and experiences

Closing date: 23.59. Friday 31st July, 2026