



## Job Description

<b>Job Title</b>	Business Development Manager
<b>Location</b>	Remote with travel to Bristol office and to the UK's 52 children's hospices
<b>Hours per week</b>	35
<b>Reporting to</b>	Associate Director of Fundraising

### Together for Short Lives

The UK charity supporting seriously ill children and their families to get the care they need, especially at the end of life. To do this we provide information and support to families of seriously ill children. We work with children's hospices to ensure they have funding to deliver lifesaving care. We also speak up to government leaders and decision-makers to help make sure families have access to the best support when they need it.

### Purpose of role

The Business Development Manager will lead our efforts to secure high-profile, high-value partnerships with corporate organisations that will generate vital income for children's palliative care. Securing new partnerships and growing our income requires exceptional collaboration skills; a driven, tenacious and resourceful nature; innovation and creativity; and a passionate determination to make a difference to the lives of children and families across the UK.

The main objectives are as follows:

- Secure new corporate partnerships raising funds to support Together for Short Lives' direct work, and our National Fundraising Scheme (raising funds on behalf of the UK's children's hospices).
- Develop and deliver a business development strategy, including prospect research, managing a robust pipeline of opportunities, and developing a diverse range of business development products.
- Manage and develop relationships with a portfolio of individual contacts and organisations, including prospective and existing supporters.

### Key Responsibilities

#### Area 1: Business Development

- Lead Together for Short Lives' business development activity, developing strategic plans to achieve income generation targets and KPIs.
- Deliver a diverse range of creative business development activities enhance Together for Short Lives' public image and increase our market exposure.

- Build strong relationships with identified key prospects, managing and delivering a robust pipeline of six and seven figure new business opportunities.
- Lead on the delivery of creative and compelling applications and visual materials for proposals and pitches.
- Lead on diversifying the ways companies can give to Together for Short Lives, identifying sponsorship opportunities and developing our cause-related marketing / licensing portfolio.
- Regularly report on performance through the production of budgets and financial monitoring reports and through quarterly tracking of KPIs.
- Conduct research and data analysis to inform business decisions and develop persuasive new business propositions.
- Work closely with the Associate Director of Fundraising and the Corporate Advisory Group (comprised of Heads of Corporate Partnerships and senior Corporate Partnership Managers from children's hospices) to identify nationwide partnership opportunities through existing regional relationships.
- Build strong relationships with our children's hospice membership in addition to the Corporate Advisory Group, engaging their support in our new business efforts and maximising the NFS New Business Referral Scheme.
- To engage in external networking opportunities, raising the profile of Together for Short Lives as a potential charity partner.

## **Area 2: Donor Facing Communications**

- Collaborate closely with the Communications team to ensure all content and collateral that you create aligns with Together for Short Lives' brand guidelines and messaging.
- Create and produce a range of compelling fundraising materials for supporters, including presentations, digital assets, impact reports, and case studies.
- Assist in promoting fundraising successes and stories across various marketing channels, such as social media, website, and regular newsletters, in coordination with the Communications team.

## **Area 3: General Responsibilities**

- Be flexible and work to departmental objectives by spotting opportunities to generate new business leads for Together for Short Lives.
- Promote a 'partnership culture' across Together for Short Lives by building and maintaining excellent working relationships across the charity, and across the network of 52 children's hospices and throughout the children's palliative care sector.
- Ensure that record keeping is efficient and effective in order to fulfil the requirements of the whole department.
- Occasional travel to attend events on behalf of Together for Short Lives, alongside meetings at Together for Short Lives' head office in Bristol.
- Stay abreast of developments in fundraising from the corporate sector, including all charity law updates with specific regard to corporate support.
- To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager.

## Person Specification

<b>Qualities</b>	<b>Essential</b>	<b>Desirable</b>
Qualifications	<ul style="list-style-type: none"> <li>• Strong verbal and written communication skills, in English.</li> </ul>	<ul style="list-style-type: none"> <li>• Membership of the Chartered Institute of Fundraising or other relevant body.</li> <li>• Evidence of continuing professional development.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Proven experience of working in a results-oriented environment e.g., fundraising, sales, marketing, recruitment.</li> <li>• Proven track record of achieving financial targets.</li> <li>• Proven success in negotiating and securing six/seven figure partnerships with companies and other organisations.</li> <li>• Experience of stewarding and cultivating relationships with senior, board-level executives.</li> <li>• Experience of leading, creating and delivering powerful proposals and pitches.</li> <li>• A good knowledge and understanding of the different ways companies can give to charities.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within the not-for profit sector.</li> <li>• Experience of public speaking and making presentations to a variety of audiences.</li> <li>• Experience of prospect tracking software.</li> <li>• Line management of a prospect researcher/experience of working with a prospect researcher</li> </ul>
Skills & Abilities	<ul style="list-style-type: none"> <li>• Outstanding written and verbal communication skills.</li> <li>• Excellent negotiating skills.</li> <li>• Strong attention to detail.</li> <li>• A creative flair for communications; the ability to produce reports, proposals, or publicity materials to engage different audiences.</li> <li>• Ability to establish and maintain positive relationships with a wide range of people including the ability to recruit, motivate and manage senior level volunteers.</li> <li>• Excellent IT skills, including components of Microsoft Office software.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and experience of working with client / supporter databases.</li> <li>• Proven organisation skills including project management.</li> <li>• Experience of using design software such as InDesign or Canva.</li> </ul>

<p>Knowledge and Understanding</p>	<ul style="list-style-type: none"> <li>• Possess a good working knowledge of the work of Together for Short Lives and the children’s hospice and palliative care sector.</li> <li>• Understanding of the need to work in co-operation with fundraisers from member organisations.</li> <li>• Empathy for the ethos of the children’s palliative care sector.</li> </ul>	<ul style="list-style-type: none"> <li>• To be conversant with current charity legislation, data protection laws and the codes of fundraising practice.</li> </ul>
<p>Personal Qualities</p>	<ul style="list-style-type: none"> <li>• Excellent time management skills with the ability to independently prioritise a varied and diverse workload.</li> <li>• Motivated by achieving targets, managing multiple tasks, and working to deadlines.</li> <li>• Proactive and positive approach, a willingness to take the lead in asking for financial support.</li> <li>• Resilient and adaptable to change.</li> </ul>	
<p>Other</p>	<ul style="list-style-type: none"> <li>• Able to undertake travel across the UK, including overnight stays.</li> <li>• Able to work out of hours and at weekends where needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Driving licence</li> </ul>