

Business Development Manager

JOB DESCRIPTION

Location: London (Hybrid – required in the office 1-2 days per week, plus attendance at events and external meetings when required)

Work pattern: 35 hours per week, 9am to 5pm, Monday to Friday.

Interaction with: Directors, Managers, and Staff at FEC as well as stakeholders, etc

Department: Marketing, Communications and Fundraising

Role (Brief overview):

The Business Development Manager will play a pivotal role, driving the acquisition of high-value, multi-year corporate partnerships that deliver meaningful shared value for the organisation and its partners. They are responsible for developing and securing six- and seven-figure strategic partnerships, ensuring each relationship aligns with organisational priorities and delivers clear, measurable impact.

The post holder will work closely with teams across the organisation—including Fundraising, Programme Delivery teams, Key Account Managers, Marketing and Communications, to shape compelling propositions and deliver an integrated, organisation-wide approach to securing new corporate relationships and overseeing their stewardship, renewals and smart uplifts.

Principal Responsibilities:

- Work with and support the line manager to significantly increase income from new business areas by creating and implementing a new business development strategy.
- Drive the development of tailored, high-impact proposals and pitches to engage relevant companies/organisations and secure strategic, multifaceted partnerships that align with the charity's mission and plans for growth.
- Work with the wider income generation-focused department to identify new, innovative projects to help us achieve our strategic aims and raise new income.
- Work closely with the Business Development Officer, supporting them when required to contribute to the annual growth targets and activity.

New Business Development

- Build a robust new business pipeline by prospecting, developing and winning new income from new business.

- Lead on pitching, negotiating, and securing a variety of high-value corporate partnerships, including supporting and briefing senior staff accompanying meetings.
- Deliver tailored proposals and presentations backed by strong insight and storytelling.
- Proactively network and represent FEC in business communities, identifying where and how to bring in senior stakeholders.
- Secure partnerships that offer 'in kind' investment around venue hire, clothing, equipment, technical support and other relevant industries when required.

Stewardship

- Work with the team to steward existing and new partners, building long-term successful corporate partnerships, focusing on retention and upselling.
- Build strong, influential relationships with key decision-makers internally and externally.
- Take an active role in planning and delivering key new business / corporate fundraising events to support income generation and stakeholder engagement.

Reporting and Administration

- Support the delivery of all reporting requirements for corporate partners and demonstrate impact and outcomes according to agreements and contracts.
- Maintain accurate prospect and pipeline data on the charity's CRM system (Salesforce), and monitor progress, analyse data, and report on performance to senior management.
- To comply with organisational requirements, adhering to the specific rules, regulations, policies, and standards set by an organisation to ensure it operates legally and ethically, and to maintain a safe and respectful work environment.

Undertake additional tasks and requests as directed by the line manager.

PERSONAL SPECIFICATION

Essential Competencies:

- Experience of winning new business and developing successful long-term corporate partnerships.
- Strong track record of securing high-value partnerships and consistently delivering income targets.
- Proven strength in prospect research, networking, and pipeline management.
- Previous line management experience, supporting the development of your direct reports.

- Strong communication skills, including diplomacy, presentation, negotiation and influencing skills.
- A demonstrable entrepreneurial and highly self-motivated approach, comfortable working to ambitious targets.
- Strong organisational skills with attention to detail and a methodical approach to pipeline development.
- Dynamic, creative, and solution-focused, with a collaborative mindset and passion for FEC's mission.
- Willing and able to travel across the UK to attend events and meetings in support of partnership development.
- Excellent IT skills, including experience of working with a CRM database (Salesforce - training opportunities will be available as part of your role).

Desirable Competencies:

- Strong understanding of Corporate Social Responsibility and the Code of Fundraising Practice.
- Educated to degree level or equivalent.
- Empathy with and a good understanding of Ex-Forces personnel and the challenges they may face.