



**Business Development Manager**

# What you need to know about this role:

<b>Job Title:</b>	Business Development Manager
<b>Responsible to:</b>	Director of Development
<b>Contract:</b>	Permanent
<b>Location:</b>	Home based (occasional travel to London) or London office-based (Vauxhall/Hybrid). Some travel across England and Wales.
<b>Working Hours:</b>	Full-time - 35 hours per week (flexible, working minimum of 28 hours/per week considered)
<b>Salary:</b>	£45,000 plus £3,323 London weighting if applicable (pro rata if part-time)
<b>Closing date:</b>	5pm, Thursday 30 May 2024
<b>Interview 1:</b>	Thursday 13 June 2024 (in-person, Vauxhall)

## INFORMATION FOR APPLICANTS FOR THE POST OF Business Development Manager

Thank you for your interest in the above role. This pack tells you more about Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

### About Kinship:

Kinship is the leading kinship care charity in England and Wales. We offer kinship carers financial, legal, practical and emotional support and understanding from the moment they need it, for as long as they need it. Our expert advice, information and guidance helps with complicated and stressful decisions that so many kinship families have to make. We are always there to support them through challenging times and celebrate the good.

Kinship carers are strong and determined. Together, they are powerful. We help them build communities of support and action by connecting families locally and across England and Wales.

We are at the heart of kinship networks, partnering with and influencing service providers, local and national government and other organisations. We give everything we have to fight for each family and their rights, changing society until every kinship family is recognised, valued and supported.

Kinship care often begins in crisis. A child has parents who are unable to care for them, for whatever reason. It can be frightening, confusing and heart-breaking.

Instinctively, a loved one steps in – a grandparent, brother, sister, aunt, uncle or family friend. They are now a kinship carer, bringing up the children they love. There is often no chance to prepare. Plans may be pushed aside. Relationships, jobs and savings are frequently sacrificed.

It is life changing and challenging raising children who have been hurt or neglected, but kinship carers do it anyway because they put the children first.

We know how hard life can be for kinship carers, but we have seen the amazing things they are capable of, with someone by their side. With the right support, children raised in kinship families can flourish.

That is why we support, connect and campaign – to keep kinship families stronger by keeping them together.

## About the role.

The Business Development Manager is responsible for winning new business and retaining existing contracts to achieve our ambitious financial and growth targets. You will provide professional management and production of bids and proposals and identify new opportunities, working with colleagues to design services to meet emerging needs.

### Key responsibilities:

- Lead on all commissioning activity at Kinship directly with commissioners and through tendering activity.
- Lead and support the creation of high-quality bids including writing technical questions and method statements.
- Achieve the agreed financial target for retention and new business.
- Develop and maintain a thorough knowledge and understanding of Kinship, the external environment, and kinship carers and integrate this knowledge into business development activity and bid production.
- Build, maintain, and share market understanding including commissioning environment and competitor activity.
- Identify opportunities through research and intelligence-gathering and use market intelligence to contribute to the development of services and products.
- Nurture and develop relationships with potential, existing and new commissioners to build Kinship's reputation and market our services.
- Contribute to the shaping of Kinship's development strategy by proactively seeking new opportunities.
- Develop effective working relationships with colleagues across Kinship to support achievement of business development objectives – including information sharing and mapping of partners and activity with the Network Development team.
- Proactive and timely use of Salesforce CRM database to record, collate, and analyse information to inform work planning and evidence effectiveness of work.
- Manage the administrative components of the tendering and business development process.
- Assist with the mobilisation of successful tenders, ensuring a smooth transition from award to contract initiation.
- Represent Kinship at external meetings and events including bid presentations and negotiations.

## Knowledge, abilities, skills and experience

### Essential experience:

- Experience of successful bid production and bid management – from identification of opportunity through to submission. Track record in successful tendering for retention of contracts and new business.
  - Excellent communication skills – both written and verbal. Able to articulate and translate complex ideas and service delivery models into compelling, structured, and high-quality written propositions.
  - Ability to analyse large volumes of information to develop clear and compelling bids and proposals.
  - Meticulous attention to detail – in bid production, and internal and external reporting.
  - Strong organisational skills – ability to lead cross-departmental project teams to strict deadlines.
  - Experience of developing and maintaining effective networks, relationships, and partnerships – internally and with external stakeholders – to support development of proposals and service design.
  - Knowledge of public sector commissioning, particularly from a third sector and/or social care perspective, and ability to work with local authorities and other funders, to seek solutions to local and regional challenges.
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## General attributes

- Ability and willingness to travel across the UK to represent Kinship at meetings and events. Occasional travel to London office for team meetings.
- Commitment to the values, aims and objectives of Kinship.
- Ability to apply Equalities, Diversity and Inclusion Principles in all areas of work.
- Right to work in the UK.

## Desirable experience:

- Project management training/qualification.
- Lived experience of kinship care.
- Driving licence and access to vehicle.

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## Key Contacts

Internal: <ul style="list-style-type: none"><li>• Director of Development</li><li>• Director of Services &amp; Digital</li><li>• Head of Network Development</li><li>• ADs of Programmes/Training &amp; Support</li><li>• Head of Finance</li><li>• CEO and SLT</li><li>• Development Coordinator</li></ul>	External: <ul style="list-style-type: none"><li>• Local authority Heads of Service</li><li>• Commissioning Managers</li><li>• Strategic Partners</li></ul>
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## Equality Diversity and Inclusion

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work. We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

## Candidate Application Information

Please refer to the Job Description for this role to check that you meet the criteria necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate they meet the essential skills and experience outlined.

Please tell us if there are any reasonable adjustments we can make to assist you in your application. If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

## How we select candidates

To adhere to our commitment to Equality, Diversity and Inclusion, Kinship uses Artificial Intelligence (AI) as part of an Applicant Tracking System (ATS) – BeApplied. This ensures personal characteristics, such as age, ability, ethnicity etc. are **not** available to the shortlisting panel. The BeApplied ATS system goes further by aiming to remove all socio-demographic details that might affect decision making. This is known as 'Anonymous Recruiting'.

You are invited to apply for this role via the BeApplied recruitment platform [here](#).

**Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.**

Kinship reserves the right to close a recruitment campaign earlier than advertised where we have received sufficient applications so early application is encouraged. If you would like further information or an informal chat about this role, please contact [recruitment@kinship.org.uk](mailto:recruitment@kinship.org.uk).



# What it means to work at Kinship:

## Our vision:

A society in which kinship carers and the children they care for are **recognised, valued** and **supported**.

## Our mission:

To ensure that kinship carers and the children they care for get the **support** and **recognition** they need.

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Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers. **(Staff member at Kinship)**

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We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.



# Our Values:

## Be bold

### We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



## Be stronger together

### We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



## Step up

### We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions Ask for
- and give honest feedback



## Put people first

### We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion



# What we can offer you:



## Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.



## Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



## Family:

- Our policies include kinship care, compassionate, dependents, and bereavement leave that support the lives of employees who have additional commitments.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



## Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount



## Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.



## Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



## Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



## Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

# Conditions of Employment:

## **Working hours:**

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

## **Travel:**

There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

## **Pension scheme:**

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements.

## **Probationary period:**

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

## **Flexible working:**

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.



# Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

## Standard clauses:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

**Note:** This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.

**Kinship is the working name for Grandparents Plus, which is a company limited by guarantee registered in England and Wales under number 4454103 and registered as a charity under number**

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