



cta

community transport
association

Recruitment Pack

Business Development Manager

July 2024

01 Welcome

Thank you for your interest in joining the team at the Community Transport Association (CTA). Community Transport supports people to live independently, participate in their communities and access local services and amenities.

The Community Transport Association is a UK member-based charity providing leadership, advocacy, training, advice, and operational support to transport related charities, community groups and social enterprises in England, Scotland, Wales, and Northern Ireland. We support and advocate on behalf of our members so they can deliver innovative and flexible transport solutions to achieve social change and remove transport barriers facing their communities.

CTA promotes community transport sector excellence through training, resources, publications, advice, events, consultancy, and project support on voluntary, community, and accessible transport. We amplify the collective efforts of community transport providers in building stronger, more inclusive, and sustainable communities through transportation, across the UK.

As a Business Development Manager, you will play a crucial role in driving growth and expanding our reach within the community transport sector and beyond. Your role will focus on two areas of development:

- 1. Promoting and growing the recently transformed MiDAS training programme; and**
- 2. Increasing take-up of CTA membership throughout the UK, promoting our new membership offer and the benefits it brings.**

We're open to applications from people living anywhere in the UK but please note that this job will require your ability to travel throughout the whole of the UK.

If you like the sound of this opportunity and have the credentials and self-confidence to rise to the challenge, then we'd love to hear from you. Come and join the community transport movement!



Noeleen Lynch

Head of Training and
CTA Northern Ireland Director

02 What is Community Transport?



Community transport supports people to live independently, participate in their communities and access local services and amenities.

Run by charities, community groups and other not-for-profit entities it offers a reliable and resilient way of ensuring the broadest range of transport needs can be met. The sector relies heavily on volunteer and user involvement in the creation and delivery of services.

Services are person-centered and targeted towards those most likely to be underserved by mainstream transport, especially people who are less mobile and live in sparsely populated areas. This is made possible by services being accessible and flexible.

Demand-responsive journeys enable people to access everyday services, such as the shops or a hospital, whilst scheduled community buses connect and integrate communities with the wider transport network. It's about more than minibuses; our members use a range of vehicle types to get people where they want and need to be - whether that's school, college, work, social activities or public services.

02 What is Community Transport?

Community transport operators forge strong links with local public bodies and other civil society organisations enabling more coordinated and integrated support for local populations. This leads to benefits beyond the value to the individual passengers, with community transport central to place-based approaches, creating positive change, or managing complex and evolving situations.

To find out more about the challenges, as well as the solutions community transport can bring, take a look at CTA's manifesto: [A Better Future for Transport: National Challenges, Community Solutions](#).

CTA works with a wide range of community transport operators:

- Charities and other groups established for the specific purpose of providing not-for-profit transport services;
- Multipurpose community groups where transport is one of a range of 'community self-help' services they run. These will typically be community anchor/local infrastructure organisations.
- Organisations where transport is ancillary to enabling them to fulfil their social purpose - this includes communities of identity, disability/long-term condition specific groups, uniformed societies and sports clubs. This also includes education institutions and local authorities.

"I'm proud to be part of a sector where, every day, thousands of people across the country dedicate their time and effort to combat social isolation and loneliness. Our members make a real difference in helping people to be part of their communities and stay independent.

Sean Ray
Development Officer, England



03 Our Members

Community transport providers come in all shapes and sizes, operating different types of services to meet different types of needs. What they all have in common is the determination to provide accessible and inclusive transport for those who might otherwise not be able to get out and about.



Badenoch and Strathspey Community ConnXions

Badenoch and Strathspey Community ConnXions provide accessible transport alongside other services and social inclusion projects to reduce loneliness and isolation across the small towns and villages of Badenoch and Strathspey, a large and deeply rural region with few public transport options around Aviemore in the Scottish Highlands.

The operator – who won our UK Community Transport Provider of the Year Awards in 2021 and 2023 – operates demand responsive minibus services, taking people to where they need to go, as well as registered community bus routes, putting on local bus services in areas that commercial operators don't cover.



Dial-a-Ride (Denbighshire) Ltd

Situated in the North Wales coastal town of Rhyl, Dial-a-Ride have been providing a service to the community since 1998. They provide accessible door-to-door transport for people of all ages who have no access to public transport, operating a fleet of seven vehicles.

They cover a wide area which includes Abergele, Prestatyn and Denbigh, providing day trips, social services transport and are contracted by the council to provide school transport. They are also one of the Approved Driver Assessor Training Centres for MiDAS which is managed by CTA.

03 Our Members



Stockport Car Scheme - Greater Manchester

The Stockport Car Scheme caters to the needs of Stockport residents who encounter challenges in accessing public transportation. Their volunteers utilise their personal vehicles to provide journeys to essential destinations, including medical facilities, social gatherings, hairdressers, shopping and day centres. Their services are available seven days a week, dependent on volunteer availability. On average, 660 trips are completed every week.



Down Armagh Rural Transport (DART) Partnership

Based in modern accessible premises in Portadown, Down Armagh Rural Transport (DART) is a local community transport organisation providing safe, affordable and accessible transport for groups and individuals across their communities for over 20 years.

Operating a fleet of 10 accessible minibuses, DART serves both urban centres and rural areas. Covering a wide range of locations, including bustling towns and surrounding countryside, ensuring comprehensive transport solutions for all members. DART are also a Driver Training Centre, providing various training in the community.

04 About CTA

We are for, and about, accessible and inclusive transport.

Our Vision

A world where everyone in their communities can access transport that meets their needs.

Our Mission

To lead a thriving community transport movement in the UK.

Our Values

Leadership

We provide leadership by acting as a unified voice for our members.

Integrity

We are honest and transparent in our decision making processes.

Equity

We actively promote an inclusive culture of equality, diversity and respect.

Excellence

We are committed to maintaining high standards in our service delivery.

05 CTA in Numbers

We are for, and about, accessible and inclusive transport.

1,200

We have approximately 1,200 members across the UK.

28

We have 28 staff across the UK who all work remotely.

11

We are governed by a board of 11 trustees, 6 of whom are selected from the CTA membership.

£1.5m

Our annual income in 2022/23 was £1.5m



"I feel very lucky to be part of a team where I can put my passion for access and inclusion into practice every day. We support a network of organisations across the country who are committed to helping their communities, and that gives me an enormous sense of satisfaction.

There are so many opportunities to learn and stretch yourself, as well as using the skills you bring with you from other roles. No two days, or CTA members, look the same, and we approach our work with a collaborative mindset to maximise our impact as we support them."

Gemma Lelliott - Director for Wales



"One of the best things about working for CTA is the culture. It feels like being part of a little family even when we are all spread out across the UK working remotely!

Having flexibility within our roles and working with knowledgeable and approachable people makes navigating through projects a lot easier, knowing that support is always available.

It is extremely rewarding to work in the community transport sector and have the opportunity to ensure that individuals have access to transport which meets their needs."

Rhiannon Whyte - Training Support Assistant

06 Our Objectives

Our work is underpinned by four pillars:

Membership Services

As a member-led organisation, we operate with a strong focus on engaging and involving our member organisations and individuals in our decision-making processes and activities. In addition, we identify and seize opportunities to champion our members' vital and essential work to strengthen the community transport sector.

Advice & Support

We provide comprehensive advice and guidance to people and organisations delivering community transport across the UK. Our advice & support team provides up-to-date information on regulations and policies, resources and toolkits, funding support, and best practices so that our members can thrive and serve their communities effectively.

Policy & Research

We contribute to the formation of public policy that affects our members and the CT sector and show how better outcomes can be achieved for people and communities with accessible and inclusive transport.

We play a multifaceted role in influencing policy and research that impacts our members. By actively engaging with government bodies in England, Wales, Scotland and Northern Ireland, conducting research, and advocating for the interests of our members, CTA helps to shape policies and regulations that support community-focused transport services.

Training & Capacity Building

We manage a national programme of quality-assured education and training for the CT sector. CTA offers training, workshops and webinars to help members enhance their skills and knowledge on transport services, regulatory frameworks, safety and customer service.

Our Board of Trustees is responsible for the overall performance of CTA and will conduct its business to ensure that we are financially viable, properly governed, and compliant.

The Board of Trustees monitors the performance of all functions of the CTA and decides the level of resources to meet our financial and other obligations.

As well as these responsibilities, the Board approve and maintain our vision, mission and values, develops strategy and policy, ensures compliance with the law and maintains proper fiscal oversight.

The Board comprises up to six trustees nominated by members and up to five trustees co-opted by the Board of Trustees. In line with our constitution, our Board includes at least two member trustees based in Wales, Scotland, or Northern Ireland. Each serve for a period of three years and may stand for a consecutive three-year term. The Board of Trustees appoints its Chair, Treasurer and Vice-Chair.

The Board of Trustees derives its authority and its responsibilities from two sources:

- **Charity Law, which lays out the specific duties of all charity trustees.**
- **Our Constitution set out the composition of the Board of Trustees, the ways in which the trustees are appointed and their powers.**



Committees

Two sub-committees support the board: Finance, and Audit & Governance. These committees help give oversight and scrutiny to specific parts of the charity. They ensure the proper checks and balances are in place and regularly explore the key aspects of the work we undertake.

08 Working at CTA

Rewards & Benefits

- Our remuneration package includes an annual salary starting at £32,118, with annual increments up to £35,452 based on meeting key performance indicators. Please note that CTA's salary scales are currently being reviewed.
- A defined contribution pension scheme including employer contributions of up to 5%.
- CTA contractual sick pay provides payment in addition to SSP after passing your probation period. Entitlement is first eight weeks at full pay, following eight weeks at half pay.
- Group Life Insurance cover, currently at three times your annual salary.
- 25 days' annual leave, plus public holidays and additional days between Christmas and New Year. The annual entitlement increases one day per year until you reach the maximum of 29 days.
- A basic flexi-time system.
- A flexible approach to work – we encourage and support different ways of working in order to achieve our overall objectives.

Diversity

We are dedicated to ensuring that our workforce reflects the diversity of the world and the communities we serve.

We actively encourage applications from individuals regardless of their gender, age, country of origin, ethnicity, sexual orientation, religious beliefs, or disability.

As part of our commitment to fairness, all shortlisted candidates will receive the interview questions in advance, allowing those candidates the opportunity to prepare effectively.

09 Job Description & Person Specification

Business Development Manager

Location: Home-based with travel across the UK

Salary: £32,118 starting salary with annual increments up to £35,452 (Grade E)

Please note that CTA is currently undergoing a salary review process and this salary grading may change.

Contract: Full-time 35 hours per week (opportunities for flexible working considered)

Reports to: Head of Training

Direct Reports: None

Purpose of the Role

As a Business Development Manager, your role involves increasing the uptake of MiDAS training and growing CTA membership. To do this you will need to have/develop an in-depth knowledge of the sector, be able to conduct your own research, develop relationships with our key stakeholders, and track performance metrics.

Responsibilities

Promoting CTA services, increasing uptake, and retention:

- Build and maintain strong relationships with existing members, ensuring their satisfaction and engagement to retain our existing membership.
- Develop and foster relationships with local authorities, umbrella organisations, charities, voluntary organisations and other stakeholders across the UK, to promote CTA membership offerings. This will include creating a promotional package for CTA membership to be delivered to organisations across the UK.
- Develop and implement a comprehensive marketing and outreach strategy to promote MiDAS training courses. You will do this by collaboratively working with MiDAS customers, training providers, local authorities, and community organisations to raise awareness of MiDAS and its benefits. This will include running workshops, webinars, and information sessions to educate potential clients on MiDAS standards and certification that encourage participation in MiDAS training.

09 Job Description & Person Specification

Responsibilities continued:

- Build and maintain connections with commercial organisations affiliated with CTA, ensuring strong relationships, and the offers are relevant adding value to CTA membership.
- Identify and pursue new business opportunities, including creating focused campaigns to attract new members and boost membership sales. This will include collaborating with CTA's Country Directors and Development Officers to share these campaigns and involve them in the process.
- Using available internal MiDAS sales and participation data, develop a thorough understanding of who purchases and uses the product and how this can be leveraged to increase participation in the training programme and drive its income.
- Responsible for contributing to the MiDAS / Training newsletter
- Make the best use of social media, including content creation, to promote CTA membership and training offering.
- Work with senior leadership group to develop our sales systems and processes.
- Provide excellent customer service to address inquiries, resolve issues, and encourage membership renewals

Research, analysis and reporting

- Develop and implement strategies to identify trends within the Community Transport sector and beyond. In doing so you will identify potential new stakeholders, potential threats, opportunities and areas for growth.
- Monitor developments within the wider voluntary and transport sector and adjust strategies accordingly.
- Use these insights to regularly provide feedback to the leadership group and make recommendations for growth.
- Track and report on key performance indicators related to MiDAS training and CTA membership. Including providing regular updates to management on progress, challenges, and opportunities.

09 Job Description & Person Specification

General Organisational Responsibilities:

Values

Be an enthusiastic advocate for CTA's values.

Planning

Contribute to the development, implementation and delivery of CTA's strategy and operational plans. Contribute to service evaluation and development by listening and feeding back membership data, stories and intelligence.

Reporting

Ensure personal record-keeping and reporting is conducted consistently and to a high standard, including generating data for management reporting, saving resources and documents on SharePoint and communicating outcomes and progress to colleagues.

Participation

Contribute to staff meetings, team meetings, and other meetings as required.

Attend and contribute to the facilitation of CTA national events.

Maintain own professional networks and promote CTA on a local and national level.

Resources

Use the resources of the organisation effectively, including delivering your own activities within the agreed budget.

Governance

Support good governance within CTA by providing relevant information for the Trustee Board and its sub-committees.

Compliance

Take personal responsibility for ensuring your own work is compliant with relevant legislation, policies and good practice, including data protection and health and safety.

Experience and Qualifications

Essential

- Extensive experience in business development and/or sales roles, including the creation of metrics for setting targets and measuring success.
- Experience and understanding of the community & voluntary sector.
- Experience of building strong working relationships with colleagues, partners and external stakeholders at all levels (including senior leaders) to deliver results on behalf of an organisation.
- Experience leading and participating in collaborative endeavors with other organisations through partnerships and alliance building.
- A qualification or experience relevant to the role and evidence of continual professional development.
- Experienced in creating marketing packs, promotional material, and presenting that material in varying formats.
- Experience working at both regional and national level.
- Ability to harness opportunities and develop campaigns to promote and sell services.

Desirable

- Experience working within a community transport, membership organisation, transport, or community and voluntary organisation; ideally in a business development/sales position.

Knowledge, Skills & Abilities

- Excellent interpersonal and organisational skills, with an emphasis on collaboration and working well in a team.
- Strong communication and negotiation skills, including confidence to speak and present to different audiences.
- Ability to collect and interpret data and use it to drive planning and delivery of strategy.
- Highly motivated to deliver success.
- Excellent written and verbal communication skills.
- Willingness to challenge the status quo and received wisdom to find more effective ways of delivering outcomes.
- Strong IT and digital skills – including MS Office and digital communication tools.
- The ability to work on your own initiative and prioritize workload.
- Strong attention to detail.

Values & Attitude

- A demonstrable commitment to our organisation's values.
- Strong commitment to, and understanding of the principles of equality, diversity and inclusion.

10 How to Apply

Your application should include the following two things:

- A **personal statement** that's no longer than two sides of A4. Share your motivation for applying for the role and how you meet the essential requirements from the knowledge, skills and abilities section of the Person Specification.
- An up-to-date, detailed **CV** including all relevant employment history and key achievements in your most recent role(s). Please also ensure your CV has your email address, phone number including names and contact details of two people who can provide references, one of whom should be your most recent employer. We will only request references once we have chosen an applicant we wish to appoint. Also, ensure your CV does not contain personal data such as DOB, gender, nationality, etc.

Please send your application via email to jobs@ctauk.org. If you would like an initial, informal discussion about the role, please contact Noeleen Lynch noeleen@ctauk.org

Action and Dates

Closing date for applications:

Monday 29th of July 2024 at 12 noon.

Online interviews:

Week Commencing: 12th Aug 2024