



## **JOB DESCRIPTION**

### **Business Manager**

**Reporting To:** Chief Executive Officer

**Contract Type:** Permanent

**Hours:** 37 hours per week (f/t)

**Salary:** £28,000

**Location:** Mill Street, Bedford

**Travel:** Bedfordshire and Luton

**Benefits:** In addition to joining a friendly, committed and supportive team, Link to Change offers a generous employee benefits package:

- Enhanced employer pension contribution.
- 28 days annual leave, plus bank holidays.
- Employee assistance programme.
- 2 days per month working from home days.
- Free on-site parking.
- An opportunity to make a real difference to help exploited children and young people create a positive future.

### **Role Summary**

This is a dynamic new and exciting role which will play a key part in our strategy for development and growth at Link to Change. The role involves managing our apprenticeship schemes, developing, and delivering our income generation strategy, providing business support to our Chief Executive, and collaborating with key partners and stakeholders.

### **Duties and Key Responsibilities**

#### **Overarching Duties**

- Lead the development, delivery and evaluation of communication tactics that contribute to the impact of our work, focused on informing and influencing key audiences based upon the charity's strategies.
- Assist in the planning, writing and development of the key strategies required to enhance Link to Change's business capabilities.
- Managing the apprenticeship schemes in the delivery of the business, administration and communications strategies.
- Development of new business engagement plans- identifying, researching, engaging and cultivating new prospects and relationships, alongside the Operations Manager and Chief Executive.
- Manage and support with the improvement of systems, processes and administrative projects in line with the needs of the charity.
- Management of all health and safety aspects of Link to Change.

## Apprenticeship Scheme Management

- Day-to-day line management duties of our Marketing & Communications and Business & Administration apprenticeship scheme.
- Aligning the goals and objectives of the apprentices with the charity's objectives and personal development plans.
- Delegation of duties, responsibilities, and projects to the apprentices in line with the needs of the charity and strategic plans.
- Supervise work to ensure quality, relevance, and adherence to organisational standards.
- Complete regular 121 meetings and management supervision to discuss progress, challenges, and feedback.
- Maintain open lines of communication for ongoing support and guidance.
- Foster a positive and inclusive work environment where apprentices feel valued and motivated.
- Ensuring compliance with apprenticeship programme requirements and any relevant regulations.

## Fundraising

- Work alongside the CEO to build relationships and trust in partners to develop Link to Change's ambition and strategy.
- Developing relationships with businesses, community groups, individual donors and local partners to encourage donations, CSR, gifts in kind and develop supporter journeys for the charity.
- Identifying prospects among trusts and foundations, researching and writing tailored bids to support Link to Change's activities and core funding needs.
- Planning donation campaigns and events, along with the communications needed to ensure they are a success.
- Supporting the CEO with the growth and implementation of the fundraising strategy for Link to Change, including stewardship, funding applications, events and earned income streams.
- Assisting, developing and maintaining relationships with our existing funders to maximise relationships and long-term growth.
- Assisting with the pipeline and databases of funders and donors to support the charities income streams.
- Co-ordinating key events to encourage patron support, such as the Funders and Patrons Breakfasts.

## Communications

- Ensure that the aims and values of the charity are communicated to all staff, beneficiaries and other key stakeholders.
- Work with all team members to identify potential new audiences and to target communications to build our supporter base.
- Create opportunities for giving and communications that engage and inspire support.
- Reporting of the monitoring of communication activities using diagnosis skills, tracking and analysis to assess the results.

- Developing and supporting the creation and the collation of information in line with the communications and fundraising strategies.
- Support the charities communication processes both internally and externally.

### **Business and Administration**

- Ensuring all business and administrative aspects of the charity runs smoothly in line with the required outputs.
- Adhering to processes and procedures that comply with relevant policies and regulations.
- Overall responsibility for the management of the 'back office' function, including ensuring resources and facilities are adequate.
- Establishing and maintaining appropriate office administrative systems.
- Plan and streamline all administrative procedures.
- Supporting all necessary duties related to the Board of Trustees, including minutes, communications and training development.

### **Supporting of the Chief Executive Officer**

- Undertaking a variety of administrative tasks to assist the CEO with strategic development, business, communications and fundraising.
- Managing the CEO's professional profile and communications projects, such as, podcasting, social media and guest speaking.
- Supporting the CEO with public affair matters and developing relevant strategies and communications.

### **General**

- To uphold the charity's values as outlined on our website.
- Any other duties that might be reasonably required to ensure an effective, positive team culture and charity success.
- Manage information flow in a timely and accurate manner.
- Active networking and attending events to maximise new business opportunities.

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