



<b>Job Title:</b>	Communications and Business Development Manager
<b>Responsible to:</b>	Head of Healthier and Stronger Communities
<b>Responsible for:</b>	Staff and volunteers as appointed
<b>Salary:</b>	£35,235- £38,538 per annum + 6% pension
<b>Hours:</b>	36 Hours per week
<b>Holiday:</b>	25 days plus bank holidays
<b>Based at:</b>	Laurels Healthy Living Centre including hybrid working
<b>Contract:</b>	Permanent

## About The Bridge Renewal Trust

The Bridge Renewal Trust is a dynamic charity that is dedicated to making a significant positive impact in the lives of Haringey residents. Our mission is to deliver practical ways that people can live healthier and fulfilling lives – thus playing our part in working towards reducing health inequalities and building healthier, safer and stronger communities. Established in 2009, we have grown from team of 3 to over 55 staff members, supporting over 20,000 people annually with a turnover of approximately £3m.

## Purpose of Job

This is an exciting time to be joining the Bridge. We are seeking an ambitious and experienced Communications and Business Development Manager to join our senior management team and drive our strategic objectives in communications, impact measurement, marketing, and fundraising.

The post holder will lead the development and implementation of comprehensive communication strategies to enhance charity's brand visibility and stakeholder engagement. This role will also support business development by attracting funds from charitable trusts, foundations, and various funding bodies including commissioners to ensure the growth and sustainability of our work to meet the needs of the diverse communities in Haringey, at a time when our support is needed more than ever. The successful candidate will work with our Senior Management Team to monitor and evaluate the impact of our programmes, ensuring we effectively communicate our impact and outcomes to stakeholders.

This is a new role, and the post holder is expected to work innovatively and flexibly to shape the impact of the role in furtherance of the charity's objects.

In particular, you will be responsible for:

1. Leading the development and delivery of an ambitious communications, impact and business development strategy, aligned with our strategic plan, to ensure high quality,

impactful programmes aimed at reducing health inequalities and building stronger communities.

2. Ensuring impact of programmes are measured and communicated effectively.
3. Supporting business development by attracting funds from charitable trusts, foundations, and various funding bodies including commissioners.
4. Supporting the identification and development of new programmes and funding opportunities.

## **Principal Tasks**

### **Strategic**

1. To produce an annual plan of work that sets out the key organisational and work priorities and activities that is approved by the Board of Trustees.

### **Communications and stakeholder engagement**

2. To develop and implement comprehensive communication strategies to enhance the charity's brand visibility and stakeholder engagement.
3. To produce and communicate high-quality content that demonstrates our impact and aligns with our mission and objectives.
4. To oversee and manage the organisation's website, social media platforms, and press engagement activities.
5. To foster and maintain positive relationships with a diverse range of stakeholders, including beneficiaries, donors, partners, and community leaders.

### **Impact measurement and business development**

6. To work with the senior management team to develop metrics and tools to quantify and report on the positive change delivered by the charity.
7. To monitor and evaluate the impact of the charity's programmes and initiatives on target beneficiaries and communities.
8. To prepare detailed impact reports and case studies to demonstrate our impact and outcomes to funders and stakeholders.
9. To lead the development and execution of marketing strategies to support fundraising efforts and increase donor engagement.
10. To support business development strategies to diversify and enhance revenue streams, including attracting funds from charitable trusts, foundations, and various funding bodies and commissioners at local, regional, and national levels.

### **Leadership and management of people**

11. To provide effective line management and support for relevant staff, contractors and volunteers to ensure performance targets are met.
12. To be effective in managing volunteers you are responsible for supervising.

### **Community involvement**

13. To ensure effective community engagement into all the programme's activities and events.

#### **Partnership working**

14. To take opportunities to develop delivery partnerships.

#### **Team working**

15. To promote a positive team environment and work well as part of the Bridge senior management team to co-ordinate activities and resources in order to meet the Bridge's charitable purpose.

#### **Customer care**

16. To be responsible for promoting high levels of customer care within the programme.

#### **Equality**

17. To understand, promote and implement the Bridge's equality policy, recognising social and cultural diversity in the delivery of services, management of facilities, contract management and staff/volunteer recruitment and management.

#### **General**

18. To comply with the statutory provisions of all Health and Safety, associated legislations and all Trust policies and procedures including commitment to ethical and environmentally sustainable practices.

19. To be able to work flexible hours to meet service needs including working some evenings and weekends.

20. To undertake appropriate training as and when required.

21. To recognise that the principal place of work is as at The Laurels Healthy Living Centre – however, the Bridge operate flexible working practices, and it is expected that the post holder will utilise hybrid working arrangements as appropriate including working from our offices, at home or from a satellite office.

22. To recognise that the above-mentioned responsibilities are neither exclusive nor exhaustive and the post holder may be required to carry out other duties commensurate with the grade of the post.

## Person Specification – Communications and Business Development Manager

### Qualifications

	Criteria	E	D	Assessment Method
a.	Graduate or equivalent level.	X		AF
b.	Nationally recognised qualification in communications, business development or similar.		X	AF
c.	Evidence of continuous professional development.	X		AF

### Experience

	Criteria	E	D	Assessment
d.	A successful track-record of communications and income generation in the charity sector.	X		AF/I
e.	Experience in monitoring and evaluating programme impact.	X		AF/I
f.	Experience of organising community events.	X		I

### Skills, Knowledge and Abilities

	Criteria	E	D	Assessment
g.	Strong understanding of communication strategies, impact measurement, and fundraising principles.	X		AF/I
h.	Innovative, entrepreneurial and strategic thinker.	X		I
i.	Excellent communications skills including ability to write compelling narratives and present with confidence.	X		I
j.	Ability to build and maintain positive relationships with a diverse range of stakeholders.	X		I
k.	Ability to plan, organise and prioritise work to meet tight deadlines.	X		I
l.	Proficient and proactive in the use of Information Communications Technology including CRM, MS Office, MS Outlook and Social Media (X or Twitter, Instagram and Facebook).	X		I
m.	Good knowledge and understanding of key legal/policy areas including GDPR, risk assessment, safeguarding, health and safety and equal opportunities.	X		I
n.	Readiness to work flexibly, recognising the need to work occasional evenings and weekends.	X		I

### Other requirements

	Criteria	E	D	Assessment
o.	Willingness to undergo enhanced CRB/DBS Disclosure.	X		I

**Note:** E = Essential, D = Desirable, AF = Application Form/CV/Supporting Statement and I = Interviews