

More



March 2025

Head of Business Development Recruitment Pack

About

At More Partnership, we advance great ambitions. It's why we exist.

We support organisations of every size, across education, health, the arts, international development and more, on every step of their philanthropic journey. That means helping leadership, fundraisers and other professionals to understand the opportunity, set direction, tell their story, or review performance.

We believe great partnerships lead to life-changing outcomes, so when it matters most, we go beyond what's expected of us to help organisations realise their vision. At the end of a project, our clients tell us they have more confidence, momentum, and a clear way forward.

We are fundraising consultants. And More.





More

Our commitment to diversity and inclusion

We are better understanding our staff diversity, so we can consider how to improve it. This includes, but isn't limited to, recognising that we currently have a higher proportion of males compared with females; that we lack ethnic diversity; and that we also that we need to ensure we are an attractive and inclusive employer for people with disabilities. We are committed to encouraging and nurturing interest in these roles from those groups currently under-represented in our community.

At our heart we are a democratic, participative, and inclusive company. Each member of our team has an equal say in the decisions we make. Our culture is shaped by the joy we discover in our individual differences, life experiences, self-expression, and talents. Everyone in our community has an appetite to learn and to grow – and to challenge themselves. We do this best when we connect with diverse perspectives, experiences, and ideas; those that come from within our community, and from our clients.



How we work

We are partners in purpose, and since April 2020, equal owners of our firm. Each member of our team has an equal say in the decisions we make, a share in our success, and a responsibility to push us forward. We are a virtual firm, networked across Europe, America, Africa and beyond, with a head office in Scotland. In constant interaction with our clients and colleagues through regular online and face-to-face meetings, we see all our working relationships as opportunities for growth.

More Partnership currently has 18 Consultant Partners, enabled by an Advancement team covering business development, finance, operations and IT. In addition, we support an active community of More Associates who work with us on a project-by-project basis. Day-to-day administration of the company is devolved by Partners through a Board to a Managing Partner who works alongside colleagues to drive our business forward and deliver against our 3-year strategic plan.

Our values

We Challenge Ourselves

We embrace new ideas and opportunities to keep learning and innovating.

We Keep it Real


We ground our advice in evidence and take a pragmatic approach to make change happen.

We Go Beyond

We stretch ourselves so our work delivers the best impact.

We Bring the Joy

We firmly believe that great relationships can lead to life-changing outcomes.



You'll find that we approach all of what we do with a fair degree of professional confidence, personal humility, intellectual curiosity, and a burning passion to make good things happen.

We work hard not only because we want our clients to make the world a better place, but also because we deeply like and respect each other.

Role Description

Head of Business Development

The Role

The Head of Business Development is responsible for designing and delivering a strategy to enable our growth, quality, learning and marketing.

This is an opportunity to play a pivotal role in shaping our business development strategy at a key moment in our evolution. As we embark on the development of our new organisational strategy together, you will have the chance to influence our approach, ensuring we remain at the forefront of the fundraising consultancy sector.

You will coordinate activity that helps deliver the highest quality work with lasting impact, continues to grow our reputation across different non-profit sectors and geographies, and inspires clients to return to us time and again. Under your leadership, we'll continue to support colleagues' growth and to pass these benefits on to our clients.

You'll work collaboratively with consultants and clients to seize the opportunity to enhance and refine our business development function – strengthening its impact for the long-term success of More Partnership and the organisations we serve.

Reporting to the Managing Partner, you'll work closely with the Finance and Operations, and IT & Systems Leads as part of the Advancement Executive Team, and line manage the Business Development Manager. The role involves regular travel across the UK (and occasionally further afield).

This role is available full-time, but we welcome applications from those who would prefer to work part-time – at a minimum of 0.8FTE based on the requirements of the role.

In the role, you will:

- Provide leadership of the business development function, and be a member of the Executive Team, making decisions that contribute to the successful delivery of More Partnership's strategy.
- Develop close and dynamic working relationships across the Advancement team, Consultant and Associate communities, as well as externally with our clients.
- Play a leading role in the creation and implementation of an evidence-led Business Development Strategy, ensuring we take every opportunity to grow and deliver greater impact. This includes responding to market needs to ensure exceptional client stewardship, expand our client base, leverage relationships and build strategic partnerships, optimise our products and services and grow awareness of More Partnership through marketing.
- Work with consultant colleagues to evolve our business proposition, listening to clients and consultants to coordinate the research and development of new products and methodologies that keep us ahead of the curve.
- Work closely with our Marketing Working Group to lead the development of an evidence-based Stewardship and Marketing strategy to generate a steady stream of new work enquiries from current, former and new clients and expand our reach across diverse sectors and geographies. You'll work with the Business Development Manager to oversee its effective delivery.
- Ensure we're constantly learning both as individuals and as a company. You will work closely with the Learning Working Group to shape More Partnership's Learning programme (delivered through virtual and face-to-face company meetings across the year) as well as overseeing an evidence-informed sales and work distribution process that maximises client impact, profitability, and partner development, from initial approach to project completion.
- Champion and uphold quality, ensuring effective processes are in place to maintain the highest standards in our work for the benefit of both clients and the firm.
- Manage the business development budget, ensuring our investments deliver measurable value to the firm and our clients, and building business cases for additional resources where appropriate.
- Provide effective line management to the Business Development Manager and hold consultant colleagues accountable for their contributions to our Business Development programme.



Person Specification

Essential

- Epitomises More's values and is committed to the company's mission.
- Has experience designing and delivering effective business development strategies and processes that include, inspire, and empower people – delivering measurable outcomes.
- Is highly commercially aware and literate, with a solid understanding of how people identify, value, and buy consulting services across diverse markets and geographies.
- Has sound knowledge of the not-for-profit sector, including awareness of the challenges and opportunities in today's environment for fundraising and wider audience engagement.
- Has a track-record of developing creative and effective engagement plans that secure, cultivate, and steward clients, including the development and implementation of new systems and processes.
- Significant knowledge of the principles of effective business-to-business marketing, including client stewardship and thought leadership, and experience designing and implementing tailored, segmented, and evaluated marketing strategies.
- Is proficient and experienced at handling and interpreting data and insights to inform evidence-based decisions.
- Experience managing projects effectively and efficiently, including planning, delivering, budget management and stakeholder engagement.
- Able to communicate with confidence and authority, to build trust and shape constructive dialogue across varied professional contexts – within the firm and with clients at every level.
- Demonstrates drive, initiative, and resilience, with a proven track record of proactively seeking out opportunities and working through challenges to realise them.
- Able to work independently and make decisions with confidence.
- Experience of leading through influence, collaboration and strategic coordination to ensure those around you feel supported and empowered towards a shared goal; experience of line management.
- Is willing to travel and represent the company at conferences, events and meetings.

Desirable

- Experience building and presenting successful business cases for change.
- Strong understanding of at least one of our core markets: Education (and particularly Higher Education), arts and culture, health, or not-for-profits.
- Has experience or awareness of how to develop and deliver effective learning programs to inspire, engage, and educate colleagues.

Measuring success

After twelve months in the role, the successful candidate will have:

- Built effective working relationships across the firm and with key strategic partners.
- Developed and demonstrated a clear understanding of our clients and markets, products and services, how we operate and the quality of work we deliver.
- Drawn on this understanding to play an active role in shaping our next 3-year organisational strategy, bringing quantitative and qualitative insight, ideas and creativity to its development.
- Translated the strategy into a Business Development operational plan with clear KPIs that the Business Development team is aligned behind and delivering effectively.
- Taken ownership of the Marketing Strategy (working closely with the Marketing Group) and begun to implement an evidence-led programme of marketing and communications activity that is showing results. This includes overseeing the delivery of a suite of key Autumn stewardship events and conferences.
- Ensured the effective delivery of our regular programme of in-person and online meetings (in conjunction with the Learning Group) bringing fresh ideas and approaches to support both company growth and individual/company-wide learning.
- Become familiar with our systems and processes, successfully overseeing further improvements to our work distribution system following a review of recent process change.
- Reviewed and refined our quality assurance process to ensure high standards in project support and quality of output for clients, in the most cost-effective way for the firm.
- Overseen our bi-annual client review process and led a programme of work to implement the lessons, with key stakeholders across the firm.
- Provided effective line management to the Business Development Manager.



More

More



Tools and training

We expect the post-holder to have a high degree of IT literacy, including with Microsoft Office and the Microsoft Teams platform, appropriate project management software, CRM systems and digital marketing channels including website, social media (predominantly LinkedIn) and tools to support the delivery of e-newsletters.

Professional development is important to us. We'll support you through on-the-job training, access to workshops, courses or conferences where appropriate. As part of your induction, you will shadow consultants and will have access to our online library of learning sessions to help you to develop your understanding of our business.





Making an application

We hope that the information here has helped you to understand more about the opportunity to become a Partner at More.

To make an application, please visit <https://www.prospect-us.co.uk/jobs/191348> where you'll be able to upload:

- Your CV.
- Details of two referees. Please note, we will let you know before we contact these individuals.
- A covering letter with answers to the following questions (no more than 350 words per answer):
 1. More Partnership is an employee-owned company, which means we each have an equal say in the decisions we make, a share in our success, and a responsibility to push the company forward. Which of our values (We challenge ourselves, We keep it real, We bring the joy, We go beyond) most resonates with you and how would you live that value to contribute to the collective success of the firm, and the organisations we support?
 2. Reflecting on the changing landscape of the non-profit sector, identify a specific challenge you think More Partnership will face in the next 1-2 years and how you'll help us respond to it. Tell us about a time you've faced something similar.
 3. This role will see you work alongside our expert consultant partners to deliver your objectives. Tell us about a time you had to influence people you didn't manage to get something done. What was the situation, what did you do, and what was the outcome?

The closing date is Wednesday 9 April 2025.

We are not currently licenced to sponsor visas, but welcome applications from suitable candidates of any nationality or background who have an established right to work in the UK.

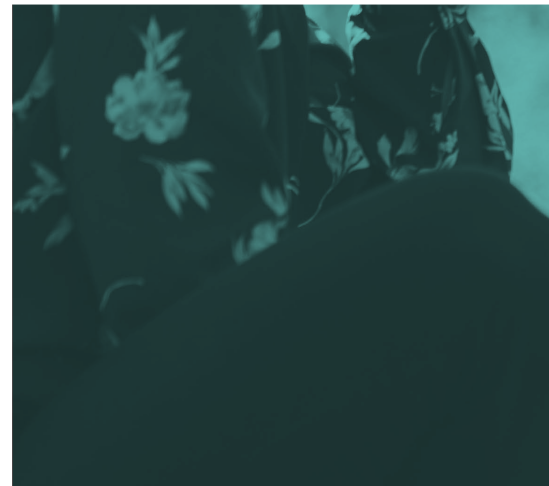
The selection process

The successful applicant will be chosen through a two-stage process designed to enable you to show us your strengths, skills and suitability for the role.

1. A virtual interview to take place in the **week commencing 21 April**. As part of this process, candidates will be asked to prepare a presentation, details of which will be provided in advance.
1. Those candidates selected to continue will be invited to an in-person interview in London on **Thursday 1 May**. As part of this process, candidates will be asked to reflect on scenarios relevant to the role, which will be provided on the day. Expenses for travel will be reimbursed.

Thank you for considering the role and we look forward to hearing from you.

We want to see you at your best, so please let us know if there are any adjustments you need us to make.



What we offer

- Advancement team members can work from our office in Dundee or be home-based with a financial allowance for IT and office costs.
- Even though we work from home, the commitment to getting together in person regularly supports our collegial working, our programme of learning and the running of our company. We have four, one-day residential meetings each year plus our annual four-day Advance (we don't do retreats...), as well as multiple other opportunities to meet with some or all our colleagues.
- Expected salary is £55-65k, depending on experience.
- The company also has an annual bonus scheme, which Partners can benefit from depending on our collective performance and individual contributions.
- Employees also receive a contributory pension (paid into the company workplace pension, or into a personal pension scheme), 25 days of annual leave with an additional eight public holidays and paid absence for e.g. ill health, parental leave.
- Partners have the opportunity to become Equity Partners after one year, thereby having shared ownership of the company, with each Partner receiving an equal dividend dependent on the year's financial performance.

More



**Created by the Prospectus
Advertising team.**

Prospectus Ltd
20-22 Stukeley Street
London, WC2B 5LR