

The background image shows two young children sitting at a wooden table. The child on the left is a girl with dark curly hair, wearing a dark jacket with white polka dots and a colorful beanie. She has her arms raised and is smiling. The child on the right is a boy with dark curly hair, wearing a white sweater with a colorful pattern. He has a wide, happy expression. On the table in front of them are several toys: a stack of colorful wooden rings, a pair of green plastic scissors, and a red wooden block with the number '1' on it. In the background, there is a white door and a dark wall with some papers or drawings pinned to it.

**Frontline**

## **Head of Business Development Business Development Team**

### **JOB PACK**

If you would prefer this read aloud, guidance is available [here](#).

# OUR MISSION

Frontline is a charity with a mission to make life better for children at risk of harm, by improving the services that support them.

Hundreds of thousands of children experience or are at risk from abuse and neglect at home, sexual and criminal exploitation outside the home, and other harms. For these children, the right support and protection can make all the difference.

That's why we develop excellent practice and leadership in social work and other children's services. And we are cultivating innovative new approaches to child protection and driving positive systems change for children.

We are looking for enthusiastic individuals from a diverse range of backgrounds to join our organisation and contribute to our work to create lasting social change for children and families. At Frontline we do this while striving to achieve a culture of freedom and responsibility, and working to become a truly anti-racist organisation. Read on to find out more about our culture and what we are looking for in this role.



# FREEDOM AND RESPONSIBILITY: OUR CULTURE

To achieve our best work as a charity, we need to both let go of control and expect much more of one another. If we can manage this feat, you will be surrounded by a team who can solve problems, speak with candour, communicate expectations and give one another the space and support to achieve fantastic results for children and families. This is what we call a culture of freedom and responsibility.

How do we make it happen? Freedom without responsibility results in chaos – confusion, frustration, a lack of accountability. Responsibility without freedom breeds a rigid focus on following rules and process, even when professional judgement and creativity would produce better results. It can result in people doing things right without doing the right thing. Because of this, we need to have huge levels of both freedom and responsibility. The most important word is not freedom, nor responsibility, but **and**.



# DIVERSITY AND INCLUSION

Frontline is an employer that takes equal opportunity seriously and seeks to walk the talk.

We believe that the strongest performing teams have a lot of difference in them. Our employees come from a range of backgrounds and with various expertise. We are committed to anti-discriminatory practice and are actively seeking to bring people with different lived experiences into the organisation. According to our most recent demographic survey, 30% of our employees are from global majority backgrounds, 6% are disabled, 18 are neurodivergent and 19% identify as LGBTQ+.

We are committed to being an actively anti-racist organisation. For us at Frontline, that means proactively tackling systems and structures that perpetuate and embed racism in our society.

We have a diversity and inclusion working group that includes employees from across all teams and levels including the people team and our senior leadership team. The group leads on recommendations for improvements in this area and implements initiatives to achieve equality for all.

We are committed to taking an inclusive approach to recruitment. We use a system called Pinpoint, which helps to remove bias from the selection process by anonymising applications. We ensure all of our employees have the relevant knowledge to support these aims. We design and deliver regular workshops and training around diversity, inclusion and belonging. We are proud to have won the ENEI Best Smaller Employer Award 2020.

If you're interested in hearing more about diversity and inclusion at Frontline, please feel free to contact [people@thefrontline.org.uk](mailto:people@thefrontline.org.uk).



# OUR BENEFITS

We know that working here is more than just a job title. Our benefits are a way of recognising employees for the important work they all do.



## Community

- Employee Affinity Groups (incl. LGBTQ+, Black Affinity Group, Global Majority, Disabled and Neurodivergent, Parenting Network)
- Employee Resource Groups (incl. D&I, Sustainability)
- Organisational away day once a year
- Regular social activities – virtual and in-person
- Social work roles can join the Fellowship after one year of service



## Family

- Enhanced Occupational Maternity, Adoption, Paternity and Shared Parental leave policies
- Foster and kinship care policy – support and time off for training (up to 10 days)
- Time off for fertility treatment/IVF appointments



## Flexible working

- Home-working around the needs of your role
- Flexibility around our core hours (10am-4pm)
- Mission aligned volunteering time (up to 3 days)



## Learning and development

- CPD – L&D Calendar and apprenticeships
- Tailored, in-house workshops
- Coaching with qualified, professional coach
- Mentoring scheme for underrepresented groups



## Holidays

- 25 days annual leave, plus bank holidays and office closure from 25 December to 1 January
- Holiday entitlement increases by one day every year after two years' service (up to max. 30 days)
- Buy up to five days annual leave a year



## Health and well-being

- Employee Support Service – 24/7 confidential advice line and counselling
- Occupational Health support
- Life Assurance Scheme – death in service benefit of x3 annual salary
- Free eye test and flu vaccine
- Sabbatical after 3 years' service (up to 6 months)



## Pay, pension and loans

- Transparent salary structure, job evaluation to ensure benchmarking and competitive pay
- Up to 8% employer pension contribution, via salary sacrifice
- Interest-free bike and season ticket loan
- Interest-free deposit loan for renting or buying a new home

# THE ROLE

**Reports to:**  
Chief Executive Officer

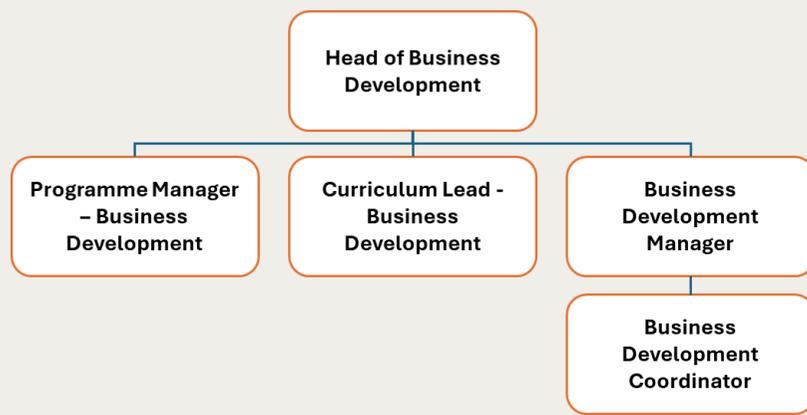
**Salary:**  
£61,926.68 - £71,274.10 per annum depending on experience. (Plus competitive pension)

**Contract:**  
Full Time, 12-month maternity cover

**Location:** National with regular travel across the UK. (If London-based you will be required to attend the office 2 days per week)

## The team you will be working in:

The Business Development team is a recently established and growing team at Frontline. The team is responsible for delivering and developing high-quality leadership programmes, workforce development training, and commissioned projects that support practitioners and leaders across the children's social care sector. The team works collaboratively across Frontline to ensure that these offers extend the organisation's mission impact and contribute to its financial sustainability. The team is ambitious, collaborative, and committed to innovation, equity, and continuous improvement.



**Direct reports:** 3x full time staff

**Closing date:** 30 March 2026 at 9am

**Interviews:**

**Informal calls:** 01 / 02 April 2026

**First round (task):** w/c 13 April 2026

**Second round:** w/c 20 April 2026



# THE ROLE

## Job description:

As Head of Business Development, you will play a critical leadership role in driving Frontline's growth, diversification, and long-term sustainability. You will lead the Business Development team, setting a clear strategic direction and ensuring it is delivered through our training offers, including programmes and commissioned work that support the workforce working with children at risk of harm.

You will oversee the organisation's sales pipeline, ensuring we identify and secure opportunities that expand Frontline's impact and generate sustainable income. This includes building strategic partnerships and ensuring our work is shaped by the evolving needs of the children's social care sector, positioning Frontline as a trusted partner for workforce development and system improvement.

This is a pivotal role for an ambitious leader who combines strategic insight, commercial acumen, and strong external relationships with a deep commitment to improving outcomes for children and strengthening the social work workforce.

## Key responsibilities:

### Setting strategic direction and driving growth

- Set and lead the strategic direction for Business Development, aligning activity with Frontline's mission, organisational priorities, and the evolving needs of the children's social care sector.
- Lead strategic planning and pipeline development across programmes, training offers, commissioned work, and partnerships.
- Horizon scan to identify emerging trends, risks, and opportunities, shaping business development priorities and Frontline's future positioning.

### Developing and managing strategic external relationships

- Build and manage strategic relationships with senior stakeholders across local and national government, commissioners, and sector partners.
- Represent Frontline externally to influence partnerships, programmes, and commercial opportunities.
- Ensure external engagement supports our values, impact goals, and long-term financial sustainability.

### Overseeing programme and offer development

- Hold overall accountability for the development and delivery of Frontline's programme and training offers, ensuring they meet high standards of quality, equity, and impact.
- Maintain strategic oversight of evaluation and feedback mechanisms, using insight and data to drive continuous improvement across the portfolio.



# THE ROLE

## Key responsibilities (continued):

### Ensuring commercial performance and sustainability

- Oversee financial performance across the Business Development portfolio, including budget setting, forecasting, and financial risk management.
- Ensure offers are appropriately priced and managed to support long-term financial sustainability while delivering high-quality outcomes.

### Leading and developing the team

- Lead and develop the Business Development team, including line management of roles such as the Business Development Manager, Programme Manager, and Curriculum and Learning Lead.
- Foster a high-performance culture rooted in Frontline's values of freedom and responsibility, with clear expectations, coaching, and accountability.
- Ensure work is effectively prioritised across the team and that appropriate systems, reviews, and development plans are in place to support individual and team growth.



# THE ROLE

## Person specification:

Experience and Knowledge	Essential or Desirable	Where this will be assessed?
Significant experience of setting and leading strategic direction at a senior level, ensuring organisational alignment and impact	<i>Essential</i>	<i>Application, Interview</i>
Significant experience of developing and managing high-level external relationships with senior stakeholders (e.g. government departments, commissioners, sector leaders)	<i>Essential</i>	<i>Application, Interview</i>
Demonstrable track record of success in business development, income generation or commercial growth	<i>Essential</i>	<i>Application, Interview</i>
Proven experience of managing budgets and financial performance, including forecasting, income tracking, cost-effectiveness, and ensuring offers contribute to organisational sustainability	<i>Essential</i>	<i>Application, Interview</i>
Experience leading and developing high-performing teams, embedding a culture of high expectations, freedom, and responsibility	<i>Essential</i>	<i>Application, Interview</i>
Experience overseeing the strategic delivery, quality assurance, and continuous improvement of large-scale programmes, services, or portfolios	<i>Essential</i>	<i>Application, Interview</i>
Ability to use evaluation, impact data, and horizon scanning to drive strategic planning, growth, and improvement	<i>Essential</i>	<i>Task, Interview</i>
Knowledge of the children's social care sector and its workforce development needs	<i>Desirable</i>	<i>Application, Task</i>
Professional qualification in social work, teaching and learning, or a related discipline	<i>Desirable</i>	<i>Application</i>



# THE ROLE

## Person specification:

Characteristics and Skills	Essential or Desirable	Where this will be assessed?
Excellent strategic thinking and organisational skills, with the ability to lead complex work across multiple programme and development streams	<i>Essential</i>	<i>Task, Interview</i>
Excellent relationship-building and influencing skills, with the ability to confidently engage senior external stakeholders and represent the organisation with credibility	<i>Essential</i>	<i>Interview</i>
Strong leadership and team development skills, fostering high performance, accountability, and a culture rooted in freedom and responsibility	<i>Essential</i>	<i>Interview</i>
Financial acumen, including the ability to manage budgets, interpret financial data, and ensure sustainability of income-generating activity	<i>Essential</i>	<i>Application, Interview</i>
Ability to use evaluation, data, and horizon scanning to inform strategic planning and continuous improvement	<i>Essential</i>	<i>Task</i>
Clear and confident communicator, able to tailor messaging to influence diverse audiences including commissioners, funders, and internal leadership	<i>Essential</i>	<i>Task, Interview</i>
Commitment to Frontline's mission, values, and social impact, with a deep understanding of how to embed equity and inclusion across services and partnerships	<i>Essential</i>	<i>Application, Interview</i>
Adaptable and solutions-focused, able to navigate complexity and lead with clarity in a fast-paced, evolving environment	<i>Essential</i>	<i>Interview</i>

We believe that diversity makes for a stronger team and want our organisation to better reflect the communities we serve. Therefore, we are actively seeking applicants from racialised minority backgrounds for this role. We are also a disability confident employer and welcome applicants with disabilities. We ensure a diverse shortlist for all our roles when prompted, we encourage you to share this information with us if you feel comfortable to do so.

Please let us know how we can make the recruitment process more accessible for you by emailing [People@thefrontline.org.uk](mailto:People@thefrontline.org.uk).



# THE ROLE

You may not have all of the experience or skills listed in this job pack but don't let that automatically put you off applying. If you have relevant experience and feel you would be a good fit for this role, we'd love to hear from you.

It is important to us that you are aligned with our values and committed to:

- working to deliver our [mission](#) and helping achieve our vision
- working towards our organisational goal of creating 4,000 impactful fellows by 2025
- creating a culture of freedom and responsibility
- actively dismantling discrimination in your role

## Requirements of the role:

- Right to work in the UK
- This post is subject to a police check of previous criminal convictions with the Disclosure and Barring Service (DBS)

## How to apply:

If this sounds like the right role and organisation for you, please apply by following this [link](#).

Please note that we reserve the right to close all roles early if we experience a high number of applications. If you think the role is a right fit for you, please apply as soon as you can.

## Want to find out more?

Please contact:

Alex Welch, Head of Business Development at

[Alexandra.welch@thefrontline.org.uk](mailto:Alexandra.welch@thefrontline.org.uk)

