

Job role profile

Job title: Head of Business Development

Grade: 2

Directorate: Member Services

Reports to: Executive Director of Member Services

Direct reports: 2

Location: London, Bristol, home based

Purpose of the job role

The purpose of this role is to take strategic oversight of Federation business development activities and responsibility for achievement of their challenging targets and objectives. You will work collaboratively with colleagues to ensure that existing income lines are successfully managed and that a continual stream of market focused, profitable new product development is produced.

You will continually monitor the sector horizon, liaising with colleagues and members to identify new relevant and appropriate income opportunities for the NHF. All new potential income opportunities must be analysed through collaboration with colleagues and be put through rigorous due diligence processes to ensure best fit.

You will build excellent relationships with colleagues, commercial partners and stakeholders to ensure that the Federation's business development and wider paid-for-at-the-point-of-use offerings are customer centric, provide excellent value for money and support the Federation's business plan.

Key responsibilities and duties

- To own the top-line strategy for business development, ensuring it supports the Federation's overall business and financial plans.
- To lead the business development team so commercial partnerships are expertly managed, setting and monitoring performance targets, ensuring each

one receives impeccable service and achieves maximum profile within the membership.

- To drive the performance and growth of business development income lines to meet challenging targets, whilst also developing a stream of successful new product development.
- To maintain strategic oversight of the format, direction and style of commercial partnerships and business development products and services.
- As part of Federation management you will take responsibility for how the organisation performs, working with other Heads to ensure that resources are used most effectively to deliver the business plan.

Staff management responsibilities

You will line manage the Business Development Account Manager and the Business Development Administrator. You will provide them with clear strategic direction, support, space, motivation and opportunities for staff development. You will ensure that the expertise and knowledge of the team is continually developed and enhanced, providing a centre of expertise for our commercial business development work.

Through people management of your direct reports and through your own management skills you will be responsible for motivating staff and facilitating exceptional performance. You will support your staff in effective decision making in pursuit of the overall business strategy and you will ensure that your staff are properly managed and appraised. This role carries with it the responsibility for interpreting policies and procedures correctly and consistently, ensuring that they are carried out effectively.

You will be personally committed to diversity and inclusion internally and with commercial partners. You will be responsible for ensuring that your team delivers successfully to the business strategy and create real impact for our members

Commitment to equality diversity and inclusion

Equality, diversity and inclusion (EDI) are core values at the NHF, and all employees are expected to demonstrate their commitment in line with our EDI strategy Who we are. We are passionate about building and sustaining an inclusive and equitable working and learning environment for all staff. We believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with others, identify challenges, and to discover, design and deliver solutions.

Health and safety

All staff at the NHF are responsible for strict compliance with our Health and safety policies and procedures. All employees are responsible for highlighting concerns regarding health and safety so that suitable action can be taken to rectify the situation.

Person specification

Job requirements	Essential criteria	Desirable criteria
Qualifications and training:		
Experience:	<ul style="list-style-type: none">• Experience of setting a commercial strategy, aligning income targets with overall business strategy.• Experience in a senior management role of growing commercial income from existing products and services.• Experience in a senior management role of identifying, developing and successfully bringing to market large scale new products and services.• Exceptional negotiation skills and an ability to manage complex commercial and wider relationships.• Experience of monitoring progress towards	

	<p>achievement of department/organisational goals.</p> <ul style="list-style-type: none"> • Experience of formulating and implementing changes to ways of working at departmental and organisational level. • Experience of positively influencing audiences at all levels. • Experience of financial management – budget setting, forecasting, monitoring costs, ROI models and delivering, or exceeding, budgets. 	
<p>Knowledge:</p>	<ul style="list-style-type: none"> • In-depth knowledge of effective marketing strategy and practice, including the impact of digital opportunities. • An understanding of delivering commercial activities within a not-for-profit membership organisation. • Knowledge of the full account management process. • Knowledge of all MS programmes and invoicing software. 	

Skills and abilities:	<ul style="list-style-type: none"> • Able to convey strategic vision and priorities to all internal and external customers. • Analytical and numeracy skills • Able to support and empower staff to make decisions 'at the point of expertise' wherever that is in the hierarchy. • Ability to manage time and resources to maximum benefit of the team and wider NHF. 	
Additional requirements of the job role		