

## JOB DESCRIPTION

### Income Generation Manager



June 2026  
Version 0.1

<b>Job Description:</b>	Income Generation Manager
<b>Salary:</b>	£34,000 PA (+3% Employer Pension Contribution)
<b>Hours:</b>	35 hours per week <i>With an expectation of some evening and weekend work</i>
<b>Accountable to:</b>	Chief Executive Officer

#### Overview

Sahir is the largest and oldest continuously operating HIV charity in the Liverpool City Region. We are dedicated to fostering a brighter, healthier future for our communities.

We provide practical and emotional support, camaraderie and connection to:

- People living with or affected by HIV
- LGBTQ+ people

We actively confront injustice, combat discrimination, and address inequalities. By campaigning, we strive to create a fairer and more equitable society for those we serve. Our work is insight and data-driven and our programmes are co-developed with those we serve.

This is a unique opportunity for a committed individual to further develop their experience and expertise within an evolving regional charity as our Income Generation Manager. The ideal candidate will have relevant qualifications and/or equivalent experience and demonstrate a commitment to continuous learning and professional development.

The post-holder will be responsible for:

- Taking a lead within our income generation function and working in close collaboration with our CEO to manage/deliver our fundraising strategy.
- Maintaining a portfolio of corporate donors/strategic partners to meet annual income goals
- Serving as a member of Sahir's Senior Leadership Team, contributing to strategic planning and decision-making processes to enhance the overall impact and effectiveness of our services.

#### Management: Income Generation

- Develop and implement strategic plans for income generation in close collaboration with the CEO.
- Work with CEO on delivering a new fundraising strategy: Thrive 29.
- Work with fellow members of the management team on grant and philanthropic grant applications.
- Monitor and evaluate the effectiveness of income generation activities, projects and initiatives.
- Provide leadership and support to staff, fostering a positive work environment and facilitating continued professional development.

- Manage budget planning and financial resources related to income generation.
- Sit as a member of the organisation's senior leadership team, contributing to strategic decision-making and representing income generation services.
- Recruit and manage volunteers relevant to the provision of training and income generating activities
- Oversee, with the CEO, management of major events that double as significant opportunities for income generation.

## **Corporate Partnerships**

### Partnership Development

- Identify and approach potential corporate partners to establish strategic alliances.
- Develop and present compelling partnership proposals.
- Negotiate partnership agreements that deliver mutual benefits.

### Relationship Management

- Maintain and strengthen relationships with existing corporate partners.
- Act as the primary point of contact for corporate partners, ensuring their needs are met
- Organise and participate in events to promote and enhance partnerships.

### Strategic Planning

- Develop and implement a corporate partnership strategy aligned with the company's goals.
- Monitor market trends and competitor activities to identify new opportunities for partnership.
- Prepare regular reports on partnership activities and outcomes for the SLT.

## **Financial Responsibilities**

- Develop and implement strategies to achieve annual financial targets for training programmes and corporate partnerships.
- Monitor and report on financial performance against targets, providing insights and recommendations for improvement.
- Manage budgets and resources effectively to maximise profitability and growth.

## **General**

- Proactively manage your own professional development, including creating and maintaining a professional development plan. Attend training sessions and conferences as necessary for personal and organisational development. Stay abreast of industry trends and best practices.

- Undertake additional responsibilities as assigned by the CEO, aligning with the role's level and contributing to Sahir's strategic direction and operational efficiency.
- Participate in facilitating workshops, presentations, and training sessions as required.
- Play an active role in organising and coordinating community outreach activities, events, and volunteer recruitment drives, potentially involving out-of-hours work.
- Contribute to enhancing the organisation's public profile by representing Sahir
- Contribute to Sahir's strategic planning and business development efforts.

CONFIDENTIAL

PERSON SPECIFICATION  
Income Generation Manager



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Attributes	Essential	Desirable	Method of Assessment
<b>Education/ Qualifications</b>	<p>Educated to degree level or equivalent experience/vocational qualifications</p> <p><u>And/or</u></p> <p>Equivalent experience and evidence of a commitment to continuing learning and professional development.</p>		<p>Application Form, Certificates &amp; References</p>
<b>Knowledge</b>	<p>Awareness and comprehension of common experiences and needs within the LGBTQ+ community.</p> <p>Dedication to promoting diversity, upholding human rights, and addressing health disparities.</p> <p>Familiarity with the range of statutory/voluntary sector services that are able to address the health, wellbeing and support needs and challenges of LGBTQ+ people.</p> <p>Understanding of business development strategies and techniques to establish and nurture corporate partnerships.</p> <p>Understanding of fundraising methodologies and practices</p> <p>Awareness of relevant industry regulations and standards that impact fundraising</p>	<p>Awareness of how intersectionality may need to influence or shape our services to ensure effective engagement with communities.</p> <p>Knowledge of negotiation tactics and techniques to secure beneficial partnership agreements.</p> <p>Understanding of compliance requirements related to data protection, equality and diversity, health and safety, and other pertinent areas.</p> <p>Understanding of the health behaviours and sexual health service needs of communities disproportionately impacted by HIV.</p> <p>Understanding of current HIV prevention issues and their implications for HIV prevention in practice.</p>	<p>Application Form, References &amp; Interview</p>
<b>Experience</b>	<p>Demonstrated success in building and managing partnerships.</p> <p>Experience of fundraising from a variety of sources.</p> <p>Track record of achieving financial targets in a similar role.</p> <p>Experience in project management</p>	<p>Experience in successfully managing and getting the best from volunteers.</p> <p>Experience of bid writing and seeking financial solutions</p> <p>Experience with projects involving health behaviour, health training and community development</p>	<p>Application Form, References &amp; Interview</p>

	Experience of maintaining accurate records and writing reports	Experience and knowledge of monitoring/evaluation systems	
<b>Skills &amp; Competencies</b>	<p>Proficient in collaborating within a multidisciplinary environment and managing complex relationships with sensitivity and diplomacy.</p> <p>Good verbal and written communication skills, with the ability to engage/inspire diverse audiences.</p> <p>Strong organisational skills, with the ability to manage multiple projects simultaneously and meet deadlines. Ability to develop and execute strategic plans effectively.</p> <p>Creative thinker with the ability to develop innovative training solutions and partnership opportunities. High level of accuracy and attention to detail in all aspects of work</p>	<p>Understanding of financial principles and experience in managing budgets to achieve financial targets.</p>	<p>Application Form, References &amp; Interview</p>
<b>Other Requirements</b>	<p>Proficient in utilising a variety of software tools and platforms, including CRMs, social media applications, and Microsoft Office</p> <p>Personable individual with a positive outlook, conducting themselves professionally and confidently, with strong listening and negotiation skills.</p> <p>Demonstrates consideration for others and upholds respect for individual autonomy and confidentiality rights.</p>	<p>Car driver and/or ability and willingness to travel to different training/service delivery locations</p> <p>Fluent in languages other than English.</p> <p>Experience of working with diverse communities within a multicultural setting</p>	<p>Application Form, References &amp; Interview</p>

TERMS & CONDITIONS  
Income Generation Manager



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<b>Post</b>	Income Generation Manager
<b>Contract Duration</b>	Permanent (subject to continued funding)
<b>Salary</b>	£34,000 PA (pro rata for part-time posts)
<b>Hours</b>	Full-time hours comprise 35 hours per week. Sahir implements a flexible working policy to promote work-life balance and family-friendly practices. Accrued hours can be taken as time off in lieu, subject to prior agreement with the line manager. The role may involve occasional evening and weekend work, necessitating flexibility.
<b>Pension</b>	Workplace pension scheme
<b>Holiday Entitlement</b>	The post holder is entitled to 28 days leave per year, plus public holidays (pro rata for part-time hours), increasing to 31 days after completion of three years' service
<b>Probation</b>	There is a three-month probationary period for this post. The post holder will negotiate probationary objectives as part of their induction process. These will be a set of achievable service and professional development objectives
<b>Management Supervision &amp; Reviews</b>	The post holder is expected to attend management supervision with their line manager and to have relevant service data available as requested. Management supervision should provide the primary professional support for the post holder. The post holder/s is also expected to take part in the annual staff review process to identify professional development goals.
<b>References</b>	Any offer of employment is subject to the satisfactory receipt of two references. Referees should be people who can comment on your abilities, but must not be relatives.
<b>Enhanced DBS Check</b>	A contract will be issued subject to satisfactory enhanced DBS, which Sahir House will administer.
<b>Trade Union Membership</b>	Sahir voluntarily collaborates with a recognised trade union, and all staff are encouraged to join.