



## **Job description and person specification**

### **Business development manager**

**Employer:** Sex Education Forum

**Role:** Business Development Manager

**Hours:** Part time 0.6FTE (35 hours per week for 1.0FTE)

Hours to be carried out during business hours, spread over the working week.

**Pay:** £49,500 per annum 1.0 FTE

**Contract:** Fixed term contract to 31 March 2026, with scope for extension

Remote working (within UK) and some travel.

#### **Deadline / interview dates:**

- **Application deadline 23 March 2025 (midnight)**
- **Interviews 4 April (remote), possible round 2 interview 11 April 2025**

#### **Context**

Sex Education Forum was founded in 1987 and became an independent charity in 2021. We convene over 70 Partner organisations to make sure that the relationships and sex education (RSE) young people get is right for them and the best it can be. We train educators and share research with teachers, school leaders and policy-makers. We will soon be launching a new three-year strategy and have secured multi-year funding to further embed youth inclusion in our work. Having doubled our staff team over the last two years we have identified the need for a new senior post, which will be a cross-cutting role working closely with the CEO, enabling us to realise the ambitions of our strategy, and systematically development all areas of our business.

We are seeking to appoint someone with a business and communications skill-set and a strong track-record of managing people. The successful candidate must be a strategic thinker with excellent interpersonal skills and have values aligned with ours. You will help us to further diversify our income streams and to communicate our work effectively to a diverse range of educators and stakeholders including government, Parliamentarians and the public.

This is an incredible opportunity for an experienced business development manager, to bring your skillset to a thriving, innovative and highly respected leading national charity. This will be a rewarding role, with huge potential to grow your leadership skills and empower others and to make a difference to the lives of children and young people.

We are particularly keen to hear from applicants that reflect the diversity of educators and young people that Sex Education Forum seeks to support.

Funding has been secured which provides scope for extension of the fixed term contract.

You can read more about the work of the Sex Education Forum [here](#) and in our annual [report and accounts](#).

## **Job description**

### **People management and senior leadership**

- Responsibility for the line management of staff (three reports: RSE specialists and trainers)
- Work closely with the CEO as a senior management unit, to identify and manage organisational risks, and make reports for the board of trustees.

### **Communications and marketing**

- Work closely with the CEO to develop and implement an external communications strategy including for the successful launch of our annual Young People's RSE Poll, to include social media.
- Support the CEO in handling media interest.
- Design and implement an annual cycle of marketing activities to secure sales for existing and new traded income products including training and membership).
- Review, develop and manage the ongoing maintenance and future-proofing of the Sex Education Forum web-site.
- Lead on the development of cohesive house branding and production of high-quality content.

### **Product development**

- Provide strategic direction for and lead a collegiate approach to the identification and management of a new product pipeline, to include training products and other services, with sensitivity to the position of the Sex Education Forum within the RSE sector.
- Develop the Sex Education Forum membership offer informed by the Boards' strategy and develop the infrastructure needed to support this.

### **Fundraising**

- Lead the development, writing and submission of funding bids, supporting colleagues across the team as relevant in their contributions.
- Identify, prioritise and progress opportunities for project fundraising, building on existing funded projects and in line with SEF's charitable objectives.

### **Culture and values**

- Contribute proactively to the implementation of SEF's vision for equity, diversity and inclusion (EDI).
- Model a commitment to staff learning and development.
- Model excellent communication skills.
- Carry out other duties as reasonable and relevant to the level of the post.

## Person specification

- **Marketing and enterprising:** A personal drive and proven track record of implementing successful marketing strategies and generating sales income in support of a non-profit.
- **Financial analysis and competence:** Ability to analyse business development-related insights and data and make recommendations; Strong numeracy and financial modelling skills to inform business decisions.
- **People manager:** Considerable experience of providing effective line management, drawing on strong inter-personal skills, emotional intelligence, and professionalism, with ability to build relationships at all levels.
- **Commitment to youth inclusion and social justice:** Enthusiastic belief in the objectives and values of the Sex Education Forum and ready to apply a breadth of professional skills and experience to including young people and implementing SEF's vision for equity, diversity, and inclusion.
- **Communicating and connecting:** The ability to use communication skills to build relationships and rapport internally and externally and a track record of negotiating successfully. Excellent written communication.
- **Project leadership and management:** Track record in successful project management and the ability to provide leadership for complex projects involving several colleagues and compliance requirements such as GDPR.
- **Non-profit fundraising:** Understand the charitable sector, with a successful track-record in approaching and engaging potential funders – statutory, charitable, corporate, and private donors.
- **Strategic thinking:** Demonstrable ability to think and plan strategically with a forward-looking and holistic approach.
- **Collaborative and collegiate:** A leadership style and skill-set that emphasises and values collaboration with colleagues for the production, operations, communications and fundraising functions of an organisation.
- **Senior leadership:** Familiarity with board level governance and reporting structures and experience as a senior leader in a relevant organisation.
- **Knowledge:** Existing knowledge of relationships and sex education and of the education sector in England would be an advantage.

To apply please complete the application form.