



North East Young Dads and Lads

Business Development Manager

Recruitment Pack

Job Advert

Salary	£39,000-£43,000 per annum (FTE) depending on experience
Hours	Full-time (35 hours per week, Monday to Friday, 9am-5pm), with occasional evening and weekend working expected to meet the needs of the charity. Four days per week considered for the right candidate.
Location	Hybrid, home-based with regular travel to our Gateshead base and nationally as required
Contract	Fixed term, 3.5 years (potential to extend, dependent on funding)
Probationary period	Six months
Responsible to	Chief Executive Officer
Closing date	9am, Tuesday 11 August
Interviews	Friday 14 August

About NEYDL

North East Young Dads and Lads (NEYDL) was founded in 2017 and has grown rapidly to become one of the UK's most recognised organisations supporting young dads, men aged 25 and under in a fathering role. Our vision is for young dads to be valued and supported as parents. In 2024/25 we supported 217 young dads directly, reached over 600 registered DigiDAD users, and achieved 100% satisfaction among the young dads we work with. Our income has grown to a forecast £1.2m, roughly double the 2024-25 year, reflecting the confidence of funders, commissioners and partners in our approach.

We work directly with young dads through 1-to-1 support, peer groups and activities. We run DigiDAD, a free co-created digital platform for young dads and the professionals who work with them, providing parenting skills, relationship support and wellbeing content. And we work with organisations across the sector to improve father-inclusive practice.

We are at a pivotal moment. Young dads remain one of the most underserved groups in family support, often invisible to services, excluded from programmes designed with mothers in mind, and lacking the peer support and practical help that could transform their experience of fatherhood. We know our model works. We have the evidence, the tools, the digital platform and now the funding to take it national. We are developing a training offer for professionals, growing DigiDAD beyond the North East, and will shortly launch a new national brand. The new Business Development Manager will play a central role in making sure the organisations that need to know about us, and the young dads they work with, do.

Our model is not to expand NEYDL's direct delivery nationally. We are proud of our roots in the North East and our commissioned services work will remain focused here. Beyond our region, our ambition is different: to equip professionals and organisations across the UK with the knowledge, skills and tools to improve the support available to young dads in their own communities. That means training, DigiDAD, and in time a licensing offer. The Business Development Manager will need to hold both strands clearly: building commissioned income in the North East, and building a market for our training and platform nationally.

The role

This is a new post and a significant one. As Business Development Manager, you will be the first dedicated commercial function in NEYDL, the only person in the organisation with responsibility for sales and income generation from commissioned services and traded products. You will report directly to the CEO and sit on the senior management team.

Your core mission is to grow NEYDL's earned income across two distinct strands: securing commissioned services and contracts with local authorities and other organisations in the North East; and developing a national market for NEYDL's training products and DigiDAD platform, enabling professionals and organisations across the UK to improve the support available to young dads in their communities.

There is no pipeline to inherit. You will need to identify the right routes to market, build relationships from scratch with commissioners and buyers, and develop the BD function as you go. The CEO will provide strategic direction and support, but you will need to be confident operating with autonomy, exercising commercial judgement independently, and getting on with it.

What you will do

- Identify and pursue opportunities for commissioned services and contracts in the North East with local authorities, NHS commissioners, family hubs, children's services and other public and voluntary sector organisations
- Develop a national market for NEYDL's training products and, in time, licensing offer, working across both statutory and voluntary sector audiences. This will include selling training directly to local authorities, NHS bodies and VCSE organisations; testing demand from VCSE organisations for a licensing model that enables them to deliver NEYDL's approach locally; and exploring whether local authorities would fund or commission a local VCSE partner to do so. A key part of this role in year one/two is testing assumptions about which funding and delivery models have most traction.
- Promote DigiDAD as a free resource to professional audiences, growing registrations and building relationships with organisations that can champion it with young dads
- Develop and manage a BD pipeline, setting targets and reporting progress to the CEO and board
- Represent NEYDL at sector events, networks and conferences nationally to build profile and relationships
- Develop proposals, tenders and partnership bids, working closely with the CEO and programme team

- Work closely with the DigiDAD Engagement Officer to share leads and coordinate activity via an agreed tracker, and with the DigiDAD Programme Manager to ensure BD and digital growth strategies remain aligned
- Contribute to marketing and communications activity that supports commercial growth, including supporting the launch of our new national brand
- Play an active role as a member of the senior management team, contributing to strategy, planning and organisational leadership.

What we are looking for

We need someone with commercial experience in winning commissioned services, contracts or selling products and services to public and voluntary sector organisations. You will be relationship-focused, self-directed, and comfortable building a function without established infrastructure or a team behind you.

You will need to understand the professional landscape in which NEYDL operates: family support, early help, children's services, family hubs. You don't need to be an expert in young dads, but you will need to speak credibly to the people who commission and deliver family support, and to understand what drives their decisions.

What we offer

NEYDL is a close, inclusive and supportive team that actively invests in the development of its staff. We are a non-judgmental organisation built on mutual trust, respect and honesty. We listen to young dads and respond to what they actually need, working with them voluntarily to find long-term solutions rather than short-term fixes. If you join us, you will be part of a team that genuinely believes in what it does, and that belief comes through in everything we produce and every relationship we build.

In addition, we offer:

- 7.2 weeks' annual leave per year, inclusive of statutory and public holidays
- 5% employer pension contribution
- A flexible hybrid working arrangement
- Funded professional development and training
- Mileage paid at 55p per mile for business travel
- The opportunity to shape a new function in a growing, mission-driven organisation at a pivotal moment in its development
- A supportive and values-led senior team

How to apply

To apply, please send your CV (no more than four pages, including two references who can be contacted if successful) and either:

- A covering letter of no more than two sides of A4 (Arial, size 12)
- Or a video of no more than four minutes.

Please explain why you want this role and how your experience meets the person specification.

Send your application to caitlin@inspired-hr.co.uk with the subject line 'Job Application - Business Development Manager'.

Applications must be received by 9am, Tuesday 11 August. For an informal conversation about the role, please email caitlin@inspired-hr.co.uk.

Shortlisting: 12 August. Interviews: 14 August.

NEYDL is committed to equity, diversity and inclusion. We welcome applications from all backgrounds and particularly encourage applications from people with lived experience relevant to the communities we serve.

Job Description

Job title	Business Development Manager
Responsible to	Chief Executive Officer
Responsible for	No direct reports (close working relationship with DigiDAD Engagement Officer and DigiDAD Programme Manager)
Salary	£39,000-£43,000 per annum (FTE)
Hours	Full-time (35 hours per week, Monday to Friday, 9am-5pm), with occasional evening and weekend working expected to meet the needs of the charity. Four days per week considered for the right candidate.
Location	Hybrid , home-based with regular travel to Gateshead and nationally
Contract	Fixed term, 3.5 years from start date (potential to extend, dependent on funding)

Organisation overview

NEYDL is a Gateshead-based charity founded in 2017. In eight years we have grown from a small local service to one of the UK's most recognised organisations working with young dads, with an income forecast of £1.2m, roughly double the 2024-25 year. We provide direct support to young dads through 1-to-1 work, peer groups and activities; operate DigiDAD, a free digital e-learning platform for young dads and the professionals who support them; and work with organisations across the sector to improve father-inclusive practice. 62% of the young dads we support show improved mental wellbeing; 100% would recommend our service. We are currently developing a national training offer and a new national brand.

Job purpose

To grow NEYDL's earned income across two distinct strands: securing commissioned services and contracts with local authorities and other organisations in the North East; and developing a national market for NEYDL's training products and DigiDAD platform, enabling professionals and organisations across the UK to improve the support available to young dads in their communities.

Key responsibilities

Income generation and business development

- Identify and develop opportunities to secure commissioned services and contracts with local authorities, NHS bodies, family hubs, children's services, early help teams and voluntary sector organisations
- Lead on the sale of NEYDL's training products to professional audiences nationally, managing the full sales cycle from prospecting to close
- Where relevant to other business development activity, make professionals aware of DigiDAD as a free resource and refer interested contacts to the DigiDAD Engagement Officer for onboarding and follow-up
- Develop and maintain a BD pipeline, setting annual targets in conjunction with the CEO and reporting progress to the board

- Identify new markets, audiences and partnership opportunities and make evidence-based recommendations to the CEO on where to focus BD effort.

Proposals, tenders and bids

- Lead on the development of proposals, tenders and commissioned service bids, working closely with the CEO and programme team to develop compelling cases
- Maintain awareness of relevant commissioning frameworks, procurement processes and funding opportunities that align with NEYDL's offer
- Ensure all proposals and tenders accurately reflect NEYDL's costs and margins and are consistent with the organisation's financial requirements

Relationships and profile

- Build and manage relationships with commissioners, buyers, strategic partners and sector networks nationally
- Represent NEYDL at sector events, conferences and networks, raising our profile with the professional audiences we want to reach
- Work collaboratively with the DigiDAD Programme Manager to align BD activity with the growth of the DigiDAD platform
- Support the launch and positioning of NEYDL's new national brand, contributing to marketing and communications activity that supports commercial growth

Organisational leadership and management

- Contribute to organisational strategy and annual planning as a member of the senior management team
- Report on BD performance and progress against targets to the CEO and board
- Work closely with the DigiDAD Engagement Officer (managed by the DigiDAD Programme Manager) to ensure a joined-up approach to professional audience engagement
- Comply with all NEYDL policies and procedures including safeguarding, data protection and equality, diversity and inclusion

Key relationships

- Chief Executive Officer: line manager and strategic lead
- DigiDAD Programme Manager: close working relationship on professional audience growth and platform promotion
- DigiDAD Engagement Officer: referral coordination on professional engagement and DigiDAD growth
- Programme Managers and frontline team: to inform BD activity and support proposal development
- External: commissioners, local authority leads, NHS contacts, training buyers, sector networks

Targets

Year 1 milestones

The following milestones have been agreed with our primary Year 1 funder and represent the BDM's near-term priorities:

By six months:

- Approaches made to at least 25 contacts, including commissioners in all Family Hub areas in the North East and warm VCSE collaborators

By twelve months:

- Marketing and outreach completed with at least 100 contacts (warm and cold)

- Training delivered at least 10 times
- Indicative conversion targets achieved: approximately 3% of cold contacts and 25% of warm contacts progressing to a training booking (these are assumptions to be tested and refined through year one)
- Evaluation and review of year one learning completed; year two targets developed

Longer-term targets (to April 2029)

The following targets relate to the areas of work this role will contribute to, alongside the DigiDAD Programme Manager and wider team:

- Professionals trained through NEYDL's training products: 50 by April 2027; 350 annually by April 2029
- New professional DigiDAD registrations: 750 by April 2027; 1,400 annually by April 2029
- New young dad DigiDAD registrations: 510 by April 2027; 1,000 annually by April 2029

The Business Development Manager will play a central role in building the relationships and income pipeline that drives the training targets. DigiDAD registration growth is led by the DigiDAD Engagement Officer and wider team, with the Business Development Manager contributing through referrals identified in the course of other work.

Alongside these targets, NEYDL currently holds commissioned service contracts with several local authorities: Durham, Middlesbrough, Sunderland, Gateshead. A key priority for the Business Development Manager will be to maintain and strengthen these relationships, ensuring contracts are renewed and the value of our work to each commissioner is clearly evidenced. Beyond existing contracts, we are keen to secure commissioned funding in areas of the North East where we currently have limited or no presence.

Person Specification

E = Essential; D = Desirable. We will assess candidates through application (CV and covering letter or video) and interview. The assessment method for each criterion is indicated in the table.

Qualifications

Requirement	How we will assess this	E / D
GCSE or equivalent in English Language and Mathematics	CV	E
Degree-level qualification or equivalent professional experience	CV	D

Experience

Requirement	How we will assess this	E / D
Proven track record in business development, sales or income	CV and covering letter/video	E

Requirement	How we will assess this	E / D
generation from commissioned services, contracts or traded products		E
Experience selling to or securing contracts with local authorities, NHS bodies or other public sector commissioners	CV and covering letter/video	
Experience working in or with the charity, health or public sector in a commercial or BD capacity	CV and covering letter/video	
Experience developing proposals, tenders or commissioned service bids	CV and covering letter/video	
Experience working as part of a senior management team or in a leadership role	CV and covering letter/video	D
Experience selling training products or professional development services	CV and covering letter/video	D
Experience in a start-up or build-from-scratch commercial function with limited infrastructure	CV and covering letter/video	D

Knowledge and understanding

Requirement	How we will assess this	E / D
Understanding of the professional landscape in which NEYDL operates: family support, early help, family hubs, children's services and/or perinatal services	CV, covering letter/video and interview	E
Understanding of how public sector commissioning works, including procurement processes and frameworks	CV and covering letter/video	E
Awareness of the policy context relevant to NEYDL's work (e.g. Families First, Family Help, father-inclusive practice)	Interview	D

Skills and abilities

Requirement	How we will assess this	E / D
Excellent relationship-building skills : able to develop trusted relationships with commissioners, buyers and strategic partners	CV, covering letter/video and interview	E
Able to identify commercial opportunities, prioritise effectively and develop a pipeline without close supervision	CV, covering letter/video and interview	E

Requirement	How we will assess this	E / D
Strong written communication skills: able to produce compelling proposals, tenders and pitch materials	CV and covering letter/video (assessed directly)	E
Strong verbal communication and influencing skills: comfortable presenting and pitching at senior levels	Interview	E
Able to work autonomously and exercise sound commercial judgement independently	CV, covering letter/video and interview	E
Commercially literate: able to work with budgets, margins and financial information to develop viable proposals	Interview	E
Collaborative and able to work effectively across a small team and with a close-knit senior leadership group	Interview	E

Personal qualities

Requirement	How we will assess this	E / D
Motivated by mission as well as commercial results : genuinely invested in what NEYDL is trying to achieve	Covering letter/video and interview	E
Self-starter: comfortable building something new without established infrastructure or a team around you	CV and covering letter/video	E
Resilient and persistent : able to manage a long sales cycle and setbacks without losing momentum	Interview	E
Honest and transparent: operates with integrity in all external relationships	Interview	E
Commitment to equality, diversity and inclusion	Covering letter/video and interview	E
Lived experience relevant to the communities NEYDL serves	Covering letter/video	D

Other requirements

Requirement	How we will assess this	E / D
Right to work in the UK	Pre-employment check	E
Enhanced DBS clearance (required prior to appointment)	Pre-employment check	E
Full UK driving licence and regular access to a vehicle with business use insurance	CV	E

Ability and willingness to travel locally, regionally and occasionally further afield	CV and covering letter/video	E
Willingness to undertake relevant training and professional development	Interview	E

Standard clauses

The post holder must carry out their responsibilities at all times with due regard to NEYDL's Equity, Diversity and Inclusion strategy, policy and statement, and Safeguarding Policy.

The post holder is responsible for ensuring that policies and procedures relating to health and safety in the workplace are adhered to at all times.

The post holder must respect the confidentiality of data stored electronically and by other means, in line with NEYDL's Data Protection Policy.

This role requires satisfactory enhanced Disclosure and Barring Service (DBS) clearance prior to appointment.

This job description is not exhaustive. NEYDL reserves the right to reasonably add to or revise it at any time in agreement with the post holder.