



Job Specification

Position: Head of Business Development

Reporting to: Director of Development and Income Generation

Direct Reports: None at present but potential to grow a team in due course, when income targets are reached and exceeded

Location: Home based, with travel to London and within the UK when required

Salary: c £55,000-£60,000 based on experience

Hours of work: Full time, 9am–5pm, plus additional hours necessary to perform duties. Dementia Carers Count is a flexible employer and will consider flexible working patterns around agreed core hours.

Person Specification

A new commercial income stream is emerging for commissioned and contracted services. This role will convert new leads into commercial contracts and purchasers of DCC services. Therefore, we will also consider candidates with transferable skills and experience who are currently in the private sector and looking for a career change into the charity sector.

We are eager to speak to individuals who are ambitious, tenacious, commercially astute and possess strong business development experience. The successful candidate will develop and grow the new commercial income stream, aiming to reach a target of £200,000 by the end of 2022 and £300,000 by 2023. He/she will also be responsible for securing corporate support in the form of donations or sponsorship.

This is a job for a person who has self-confidence, is a good networker and enjoys presenting and public speaking. This role is not for someone who feels more at home sitting behind the desk, we want someone who is energetic and works hard to secure meetings with senior decision makers and influencers.

He/she will work closely with the Director of Development and Income Generation to unlock further commercial growth and corporate support. The successful candidate will develop and own the corporate income generation strategy for Dementia Carers Count.

Job description

Main duties:

- 1) Develop a corporate income generation strategy for DCC
- 2) Develop a pipeline of prospects from new leads and existing clients
- 3) Develop a relationship management strategy to steward existing clients and generate repeat business from past clients
- 4) Prepare annual and long-term budgets for income generation, reporting on progress and providing forecasts
- 5) Work with the Communications Team to maintain the partnerships section of the DCC website
- 6) Work with colleagues on regional campaigns as outlined in the new DCC strategy

General:

- 7) Ensure that DCC's central administration system, Careforce (based on Salesforce) is updated with all relevant donor/client information
- 8) Ensure compliance with all relevant legislation, with the Code of Fundraising Practice, and with official guidance issued by the Fundraising Regulator and the Charity Commission
- 9) Comply with Dementia Carers Count's internal policies as appropriate
- 10) Undertake any other reasonable duties as required by management

The successful candidate will have:

- 1) Good business acumen
- 2) Excellent interpersonal skills
- 3) Ability to learn and understand DCC services to present to new prospects
- 4) Proven experience of developing and delivering an income generation strategy
- 5) The ability to act on leads passed by colleagues and develop his/her own new income generation opportunities
- 6) Experience of pipeline building and client management, encompassing both new partnership development and ongoing relationship management
- 7) The ability to build relationships with existing partners, donors, and funders
- 8) The ability to produce tailored proposals and pitches to potential funding partners
- 9) Hands-on experience of cause-related marketing
- 10) Knowledge of the corporate fundraising sector in the UK
- 11) Outstanding communication skills, with an excellent standard of written and spoken English
- 12) The confidence to network extensively
- 13) A talent for public speaking and engaging audiences
- 14) Experience in developing teams, managing, and motivating future staff and volunteers