

## Job Description – Business Development Manager

Are you passionate about making a difference to the lives of vulnerable children, young people and their families in Cumbria? Do you have a track record of generating charitable income through grant funding and building partnerships across sectors? We invite you to contribute to the strategic fundraising and diverse communication activities of an impactful mental health charity. This is a unique opportunity to make a meaningful difference within a dedicated, local charity.

### Post Details

<b>Job title</b>	Business Development Manager
<b>Salary</b>	£28,000 to £30,000 (pro rata) FTE per year, depending on experience
<b>Working hours</b>	12- 16 hours per week, flexible options
<b>Term</b>	6-month initial contract with a view to a rolling 12-month contract
<b>Accountable to</b>	The Windmill Trust Manager
<b>Location</b>	Wigton (Hybrid with some work from home options)
<b>Applications</b>	Please send a completed application form to <a href="mailto:admin@thewindmilltrust.org">admin@thewindmilltrust.org</a>
<b>Closing Date</b>	12 <sup>th</sup> August 2024. Interviews will be held in early September.

### Role Overview:

Reporting to the Manager of The Windmill Trust, the Business Development Manager will play a pivotal role in ensuring the charity’s financial sustainability and growth. This role involves identifying new funding opportunities, writing and submitting grant proposals, building relationships with corporate partners and donors, and developing strategic partnerships to enhance revenue and supporter relations. Extensive networking within Cumbria is essential to source new funding opportunities and support the charity’s mission and goals.

### Key Responsibilities:

#### Identify Funding Opportunities:

- Research and identify potential funding sources, including grants, corporate partnerships, and individual donors.
- Work with Director to research, identify and develop opportunities for Primary Purpose Trading and unrestricted income generation
- Monitor trends and developments in the funding landscape to identify new opportunities.
- Stay updated with the latest fundraising trends and techniques.
- Plan and implement a 5-year strategic funding programme.

#### Grant Proposal Writing:

- Write and submit compelling grant proposals to secure funding from trusts, foundations, and other grant-making bodies.
- Prepare and submit funding applications to other donors, including corporate and major donors.
- Develop and maintain a fundraising calendar of application deadlines and reporting requirements.

- Foster strong relationships with key stakeholders and ensure a consistent fundraising message across all communications.
- Manage the entire process of grant applications, including bid conceptualisation, proposal writing, budget creation and application review.

#### **Relationship Management:**

- Build and maintain strong relationships with corporate partners, donors, schools and other stakeholders.
- Develop and implement strategies to engage new corporate partners and major donors.
- Develop opportunities for Primary Purpose Trading with schools and statutory organisations.
- Ensure timely and personalised communication with donors, including acknowledgments, updates, and impact reports.
- Regularly communicate through calls, meetings, reports, presentations and other updates.
- Collaborate effectively with team members.

#### **Strategic Partnerships:**

- Identify and develop strategic partnerships with businesses, community organisations and other stakeholders.
- Collaborate with internal team members to align partnership opportunities with the charity's programs and goals.

#### **Networking:**

- Actively network within Cumbria to build relationships and identify potential funding opportunities.
- Attend relevant events, meetings, and conferences to promote the charity and its work.
- Represent the Charity in person at events, meetings and exhibitions.

#### **Fundraising Strategy:**

- Contribute to the development and implementation of the charity's fundraising strategy, adhering to our guidelines and those of the Fundraising Regulator.
- Set and achieve ambitious fundraising targets in line with the charity's strategic plan.

#### **Reporting and Evaluation:**

- Monitor and evaluate the effectiveness of fundraising activities and partnerships.
- Prepare regular reports on fundraising progress, including financial performance and impact.
- Produce evaluation reports as per each funder's reporting schedule, working with other team members to ensure accuracy and timeliness.

#### **Legal and Ethical Compliance:**

- Ensure compliance with all relevant legal and ethical standards in fundraising practices.
- Adhere to the Charity Commission guidelines and Fundraising Regulator's Code of Practice.

#### **Impact Measurement:**

- Develop metrics and KPIs to measure the impact of fundraising activities.
- Use data to drive decisions and improve fundraising strategies.

## Person Specification:

Requirement	Essential	Desirable
<b>Qualifications &amp; Certifications</b>	<ul style="list-style-type: none"> <li>Degree or equivalent in business, marketing, sales, non-profit management or a related field.</li> </ul>	<ul style="list-style-type: none"> <li>Master's degree in business, non-profit management or related field.</li> <li>Professional certifications in business development, sales, marketing or a related field.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Proven experience in a fundraising role, particularly in identifying funding opportunities and writing successful grant proposals to an agreed brief and funder criteria.</li> <li>Experience developing and managing budgets in line with funding applications.</li> <li>Demonstrated ability to build and maintain relationships with corporate partners, donors, and other external stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in a senior fundraising role.</li> <li>Background in working with a youth or mental health charity and willingness to learn the nuances of working within a children's therapy service.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Strong prioritisation and time management skills.</li> <li>Results-driven</li> <li>Excellent collaboration and interpersonal skills enabling effective engagement with a diverse range of stakeholders, including individuals and organisations.</li> <li>Strong written and verbal communication skills, with the ability to craft compelling proposals and presentations.</li> <li>Excellent research skills with an eye for identifying opportunities.</li> <li>Strong organisational skills and attention to detail.</li> <li>Proficient in IT to support strategy, generate presentations and produce applications and evaluation reports.</li> <li>Strong financial acumen, e.g. reading profit/loss statements, development of budgets, etc.</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Knowledge and understanding of the non-profit sector.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of the funding landscape and charitable sector in Cumbria.</li> <li>Familiarity with fundraising databases and/or CRM systems.</li> </ul>

<b>Abilities</b>	<ul style="list-style-type: none"> <li>• Confident connector with the ability to influence decision-making.</li> <li>• Strategic thinker with the ability to develop and implement effective fundraising strategies.</li> <li>• Self-motivated and proactive, with the ability to work independently and as part of a team.</li> <li>• Ability to manage multiple deadlines and balance various tasks and responsibilities, working at a swift pace.</li> <li>• Proactive approach with the ability to meet deadlines.</li> </ul>	
<b>Values</b>	<ul style="list-style-type: none"> <li>• Commitment to working within The Windmill Trust’s values and ethos.</li> <li>• Conscientious, dependable and constantly seeking to learn and improve.</li> <li>• Results-oriented mindset with a commitment to meeting and exceeding fundraising targets.</li> </ul>	
<b>Personal Circumstances</b>	<ul style="list-style-type: none"> <li>• Full clean driving licence, fully comprehensive car insurance and with use for business purposes.</li> <li>• Willingness to travel as required.</li> <li>• Ability to work flexible hours.</li> </ul>	

## Additional Information

We are committed to safeguarding the welfare of children and young people we serve. This post is subject to necessary safeguarding checks including an appropriate level DBS Disclosure.

We actively encourage applications from a broad and deep range of backgrounds and experiences.

This role involves regular travel within the area of Cumbria, and occasionally to other parts of the UK. You must have a full UK driving licence at the time of application with access to your own vehicle.

### What we offer:

- A welcoming and inclusive work environment with a friendly team.
- The chance to be part of a local charity dedicated to supporting the mental health of children and young people in Cumbria.
- An opportunity to contribute to the growth and development of The Windmill Trust, helping us support more children and young people in the region.

### Benefits

- 35 days annual leave (including public holidays)
- Employer pension contribution
- Company laptop and mobile phone
- Access to flexible, hybrid working arrangements

## Next Steps

### How to apply:

If you are interested in working with us and would like to learn more about this role, please complete the application form and submit it along with your CV and a covering letter. Be sure to address the key points in the person specification. Please send your application to: [admin@thewindmilltrust.org](mailto:admin@thewindmilltrust.org).

The Windmill Trust is an Equal Opportunities Employer. Employment is subject to an Enhanced DBS check and professional references.

**Closing date for applications: 12<sup>th</sup> August 2024**

**Interviews will be held early September 2024**

The Windmill Trust is a UK registered charity working in Cumbria to transform young lives through specialist psychotherapy. Charity No: 1195160.

Our vision is a future where, regardless of economic background, children and young people have access to researched, effective therapeutic interventions to alleviate distress and ward against long term mental health issues. We work directly with infants, children, teenagers, young people, parents and carers. We aim to provide therapeutic support to those at risk of suffering long term effects who are least likely to have access to therapeutic professionals.