



I am delighted that you have shown an interest in our post of Business Development Manager as this is an exciting and pivotal time to be joining NE Youth!

Over the past three years, we have undertaken a full rebrand and redesigned our programmes and services, expanded our delivery and re focused on measuring the impact and the real difference our programmes make for young people. We have begun to diversify our income streams and identify new income generation opportunities. As a result, April 2019 saw the implementation of new three-year strategic plan with business development at its heart.

This has created an exciting and exceptional opportunity for the charity, as we now look to recruit a passionate and entrepreneurial individual, with a successful track record generating income and new business opportunities, to grow and expand our services, and ultimately support a wider reach of young people across the North East.

With the opportunity to play a leading role in organisational growth, you will have the freedom to implement your own strategies and lead innovation through the creative exploration of new avenues of business and help continue to develop our organisation on its onward journey supporting young people to get involved in their communities, enjoy their lives and achieve their potential!

This is a great role for someone eager to make a significant difference to an amazing youth charity, using the resources we have, and the new ones that we'll be creating, whilst bringing your own skills, experience and passion to make your own mark.

If you are that person, we believe that we can offer you an outstanding opportunity to develop your career whilst making NE Youth the leading organisation to inspire, involve and engage young people in the North East.

I look forward to receiving your application.

A handwritten signature in black ink, appearing to read 'Jon Niblo'.

**Jon Niblo**  
CEO, NE Youth



<b>Job Title:</b>	Business Development Manager
<b>Responsible to:</b>	CEO, NE Youth
<b>Hours:</b>	37.5 hours per week (some evening and weekend work)
<b>DBS Status:</b>	Enhanced Disclosure
<b>Salary:</b>	£28,305 - £30,575 per annum (NE Youth salary scales)
<b>Benefits:</b>	NE Youth provides a pension scheme with matched contributions up to 5%
<b>Annual Leave:</b>	28 days per year (plus Bank Holidays)
<b>Place of Work:</b>	NE Youth Office – The New Inn, Bridge Street, Blaydon-on-Tyne, NE21 4JJ

## APPLICATION PROCESS

- ✓ Completed application form
- ✓ Personal statement - maximum two sides of A4 (either within the application form or sent on a separate document)
- ✓ Applications close 12 noon Tuesday, 6<sup>th</sup> April
- ✓ Interviews to be held Friday 16<sup>th</sup> April

## OVERVIEW

NE Youth has an exciting and exceptional opportunity for passionate and entrepreneurial individual as the charity wishes to recruit a Business Development Manager with a successful track record generating income and new business opportunities, to grow and expand our services, and ultimately support a wider reach of young people across the North East.

Business Development is at the heart of our three-year strategic plan and the successful candidate, as a member of our senior management, will have the opportunity to play a leading role in organisational growth. With the freedom to implement your own strategies and lead innovation, through the creative exploration of new avenues of business, you will be pivotal in helping us to continue to develop our organisation on its onward journey supporting young people to get involved in their communities, enjoy their lives and achieve their potential!

## STAFF ROLE

The primary duties for the Business Development Manager are to support the development of new business opportunities and income generation for the organisation. You'll continue to build upon our current services - retaining current business and generate income for our core, identified areas of work.

You'll provide both leadership and hands-on support by working alongside the Chief Executive and Head of Operations as one of the Management Team, supported by the Business Development Sub Group, Board of Trustees, NE Youth managers and staff, to create exceptional and successful bid submissions.

You will lead the organisation's Digital Transformation Strategy to include the development of a CRM system and digital fundraising strategy. You will help develop new, innovative and creative products and services that better meet the needs of young people in the North East, in response to new business opportunities and encouraged to use your excellent relationship development skills to engage both with NE Youth colleagues, with current and potential partners and establishing relationships with key decision makers including commissioners.

You will lead and support all organisational Business Development in order to meet annual agreed robust business, income generation and fundraising targets, whilst developing and growing our current services.

You will have key responsibilities for marketing and communication whilst supporting the evaluation and impact measurement of existing programmes and services, via our online monitoring system (UpShot), so that all learning is channeled into future programme/service design and income generation activity.

## WORKING HOURS AND LOCATION

This position is a 37.5-hour a week full time post primarily based at NE Youth's office in Blaydon-on-Tyne with travel across the city and the region. The hours of work are those necessary to fulfill the requirements of the role. This will involve occasional working unsocial hours in evenings and at weekends as well as during the day.

## **ORGANISATIONAL STANDARDS**

The worker will be expected to work within the principles of NE Youth's organisational standards and to implement all aspects of its policy. The post will be subject to an enhanced DBS check.

## **KEY AREAS OF RESPONSIBILITY**

### **Income Generation**

- ✓ Develop high quality applications, tenders and proposals to generate income for programme delivery and organisational development;
- ✓ Lead and implement the delivery of NE Youth's Income Generation and Fundraising Strategy;
- ✓ Achieve agreed income and expenditure targets across a variety of income streams including trusts/foundations, individuals, corporates and events in line with NE Youth's Income Generation and Fundraising Strategy;
- ✓ Maximise fundraising and income from new and existing supporters, creating a strong pipeline, outstanding stewardship and increased retention rates;
- ✓ Communicate new products and services to prospective customers and the VCS;
- ✓ Utilise social, online and digital channels to drive campaigns and target new business;
- ✓ Promote and secure funding for NE Youth's existing traded services (training, consultancy, consultation) and develop new ones to open up new income generation opportunities;
- ✓ Work with the Chief Executive and the Business Development Sub Group, reporting to the Board of Trustees, to provide strategic overview and direction for all charitable fundraising activities.

### **Organisation & Programmes Development**

- ✓ Support the internal impact measurement systems, led by the Head of Operations, to maintain high quality service delivery and strengthening the evidence-base for the impact on our work;
- ✓ Use the evidence-base generated through impact measurement to inform the design and development of new partnerships/programmes and the refreshing of existing ones, working closely with the Head of Operations, staff, members, partners and participants in doing so;
- ✓ Work with senior management colleagues and all staff and Trustees to adapt and improve NE Youth's internal structures and operating models so that they are fit to manage different contracts/sources of income;
- ✓ Work with senior management and staff to provide NE Youth's external messages and communications, including line management of any external consultants.
- ✓ Support the identification and take a lead on the implementation of a CRM System.

### **Partnership Development**

- ✓ Develop and maintain relationships with new and existing stakeholders including funders, delivery partners, businesses, NE Youth members and participants with a view to developing partnerships, programmes or initiatives;
- ✓ Identify new opportunities across the North East, and beyond, to identify new partnerships and collaborations based on consultation and research (e.g. housing, health, schools, commissioners, colleges, local authorities, community organisations, charities and local businesses);
- ✓ Identify partners and resources that can enhance NE Youth programmes for the most vulnerable and disadvantaged young people across the North East;
- ✓ Identify partners and resources that can enhance NE Youth internal systems and ways of working;
- ✓ Utilise CRM, databases and online systems to manage stakeholder relationships.

### **Other Responsibilities**

- ✓ To be both a member and facilitator for NE Youth's Business Development Sub Group through coordinating and attending meetings, compiling agendas, reports and ensuring actions agreed are implemented;
- ✓ To support the CEO's reports for board meetings and provide regular updates on all NE Youth's Business Development activities;
- ✓ To form a key part of the NE Youth management team, supporting the day to day running of the organisation;
- ✓ Organise and attend events to promote services and generate Business Development opportunities, including the delivery of presentations and training;

- ✓ To take part in and contribute to NE Youth's internal systems and protocols, including induction, supervision and appraisal processes;
- ✓ To carry out any other reasonable duties and responsibilities that contribute to the organisations overall aims and objectives.

## **HOW TO APPLY**

To request an application pack, please email Wendy Taylor-Dodd at [wendy@neyouth.org.uk](mailto:wendy@neyouth.org.uk)

Applicants should send a copy of their completed application forms along with their personal statement (maximum two-sides of A4) to Wendy Taylor-Dodd at [wendy@neyouth.org.uk](mailto:wendy@neyouth.org.uk)

**Deadline for applications:** 12 Noon on Tuesday, 6<sup>th</sup> April

**Interviews will be held on:** Friday, 16<sup>th</sup> April at NE Youth Offices

***Note: Only shortlisted applicants will be notified.***