

LANCASHIRE WOMEN

are hiring

Business Development Director



We **EMPOWER**
We are **CREATIVE**
We **COLLABORATE**
We **DON'T JUDGE**

Our Vision and Mission

Our vision - where all women and girls in Lancashire are valued and treated as equals.

Our mission is:

- To empower women and girls to be able to transform their lives by bringing them together to find their voice
 - Share experiences and understanding
 - Develop their knowledge and skills
- Challenge stereotypes and misconceptions about them

... so that they can have choices in becoming the individuals they want to be.

Our Impact

6,544

individuals accessed support, of which 4,874 were new referrals into our services

51,585

sessions of support offered, with individuals accessing on average 8 sessions of support

37%

accessed multiple services, in line with our 'one stop shop' model

Overview of the role

Develop and oversee the implementation of a creative and entrepreneurial fundraising strategy to support the overall charitable objectives of LW that will deliver agreed income levels from existing and new funding streams, working closely with the CEO as part of the SLT.

- **Devise, lead and manage all development strands including but not exclusively - trusts & foundations, grants and tenders, corporate partners and sponsorship, fundraising events and appeals.**
- **Maintain existing relationships and establish new networks and connections across sectors seeking to develop and maintain a diverse pipeline of prospects to support income diversification and growth.**
- **Line manage the Development team with a key focus on achieving agreed targets and supporting growth overall for LW.**

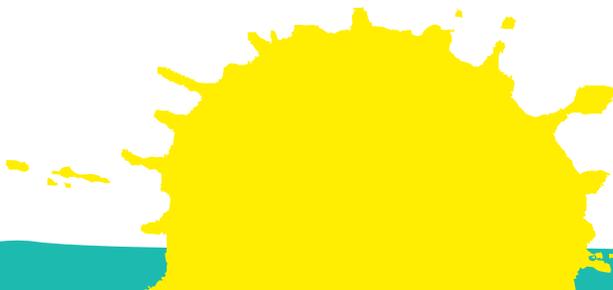


About us

Operating for over thirty years, Lancashire Women (LW) provide a network of four female only centres to provide safe, dedicated female only space for women across the county. We provide a 'One Stop Shop Service' for women, bringing together a range of services under one roof, designed to support women who at any one time may be facing a range of issues including social isolation and exclusion, homelessness, poverty, mental ill health, or offending behaviour.

Our services are available to all women, but in particular we work with those who find themselves in situations which can increase their vulnerability or place them at significant risk of harm - and who are often facing multiple and complex needs. Following a period of significant growth, we are looking ahead to ensure that our services continue to meet women's needs and retain women's voices and experiences at the heart of their design.

Whilst our delivery draws upon three decades of practical experience in supporting women - and is an approach recognised nationally for its effectiveness and impact - we are working hard to ensure that we continue to innovate in our use of knowledge, data, resources, collaboration and service design techniques to allow us to develop the most effective services for women and girls in our community.



This Job Description describes the principal purpose and main elements of the job. It is a guide to the main responsibilities as they currently exist and is not intended as a fully comprehensive

Key Responsibilities

Income Generation

1. Ensure LW has a mixed economy of funding streams utilising grant, tender, fundraising and trading opportunities to create financial stability thereby reducing risk and reliance upon a limited range of funding sources.
2. Identify and provide analysis of market trends and new business opportunities enabling LW to anticipate and take advantage of rapidly changing operating environments through the use of timely research and market intelligence.
3. Work closely with the CEO and SLT to identify, create and implement a selection of innovative business and financial models which can be deployed to gain competitive advantage, win business and support business development.
4. Prepare proposals, applications and presentations and attend meetings with funders and prospects, cultivation events, project days and networking events, involving the CEO as appropriate.
5. Ensure an effective data resource is maintained with details of all funders and targets including approaches made, funding secured, correspondence, telephone contact, etc
6. To work with colleagues to ensure the fundraising strategy is effective and that voluntary income is maximized and used to best advantage in service development and delivery
7. To be responsible for achieving organisational income targets and ensuring that the Development team targets are set accordingly ensuring organisational stability and growth.

Marketing

- 1. To develop and ensure delivery of a marketing and communications strategy, in line with organisational objectives.**
- 2. Build an effective marketing team / resource within LW**
- 3. Ensure the development of high-quality materials and resources to support marketing activities across all workstreams as well as wider organisational events and activities.**
- 4. Implement effective monitoring and evaluation of marketing reach and impact and ensure this informs future activity and campaigns / messaging.**

Partnerships and Relationships

- 1. Play a key role in developing and nurturing LW relationships across all sectors with a view to opening up new channels of support and project development including institutional donors, partner organisations and networks.**
- 2. Identify and develop existing and new stakeholder partnerships, including potential sub contractors and delivery partners.**

Management

- 1. Line management of development team including training and development of staff, ensuring regular supervisions are held and annual appraisals are carried out within designated timescales.**
- 2. Monitor and review KPI's for all development staff and address any issues in relation to these.**

Organisational Responsibilities

- 1. To facilitate effective governance by ensuring appropriate reports are provided to Trustee boards as required and to provide performance monitoring reports, management information etc as required to agreed deadlines as well as sitting on the finance sub committee.**
- 2. Represent LW at meetings, seminars / workshops / conferences and other external events as required.**
- 3. To promote equality, inclusion, respect and fairness and where applicable to manage diversity in all areas of planning and service delivery, through an active involvement in implementing our equality and diversity policy**
- 4. Be aware of the Health and Safety requirements in the workplace, and in particular, as it relates to own service area and/or department.**
- 5. Participate fully in personal supervision meetings and the annual appraisal process and undertake any training deemed necessary for the role.**
- 6. Review own delivery performance against agreed annual KPIs (key performance indicators), aiming to meet or exceed personal targets/performance levels.**
- 7. Have a personal responsibility to ensure that person identifiable, confidential or sensitive information is processed in line with the GDPR and complies with the law, organisational policies and best practice when processing information.**
- 8. Work outside of normal office hours (i.e. evenings and weekends) as and when required and as appropriate.**
- 9. Undertake other appropriate tasks as may be required of the post holder from time to time and provide cover for tasks during periods of sickness or holiday.**

In the supporting evidence of your application form, you must demonstrate your experiences by giving specific examples for the criteria within the person specification.

About you

- ☆ Commercial/business development background
- ☆ Is non judgmental and understands the importance of equality and diversity at all levels of work
- ☆ Can deliver work to a high standard and demonstrate a professional approach
- ☆ Have access to transport for work purposes
- ☆ Shared values with Lancashire Women
- ☆ Awareness of Health and Safety in the work place

Your knowledge, training and experience

- ☆ Business development/ marketing/fundraising (Degree or professional qualification)
- ☆ Management qualification / or demonstrable equivalent experience
- ☆ Experience of senior management in a commercial, VCF sector, Social Enterprise or other relevant setting
- ☆ Experience of income generation across commercial / trading activity, fundraising, grants and tenders.
- ☆ Experience of Business Planning processes and action planning
- ☆ Experience of the commissioning process and submitting tenders (Desirable)
- ☆ Experience of income generation to support the growth and sustainability of services
- ☆ Experience of setting, meeting and reporting on outcomes and key performance indicators
- ☆ Experience of developing marketing and external communications materials and interventions to support corporate activities and services.
- ☆ Experience of working with Governing Bodies including Board of Trustees (Desirable)
- ☆ People management skills including supervision and performance management experience
- ☆ Ability to write reports, process complex information and work to tight deadlines using a good level of IT skills
- ☆ Knowledge of the policy agenda in relation to poverty and social injustice covering a wider range of topics with a female specific lens and analysis
- ☆ Can lead, set, plan, deliver, review and measure outcomes, impact and social value and return on investment
- ☆ Ability to work creatively and flexibly and lead on growth and innovation development
- ☆ Demonstrate knowledge and understanding of the need to provide a non-discriminatory service
- ☆ Understand the importance of a gender specific approach to the work.
- ☆ Knowledge of appropriate legislation relating to contract delivery and monitoring

HOW you can apply...

For further details about the role please look at our website at lancashirewomen.org/careers/careers.

To apply please send your CV with a maximum of 2 additional A4 statement to show how you meet the requirements of the person specification to our recruitment team at recruitment@lancashirewomen.org

If you'd like an **informal discussion** about the role prior to applying please email our CEO at:
Amanda.Greenwood@lancashirewomen.org

Closing Date:

Monday 1st July 2019 at 12noon.

Interview date:

Wednesday 10th July 2019.

WHY we are great to work for...

- A chance to work in a rewarding, ethical and agile environment where every day you are really making a difference to the lives of women and girls.
- Employer Pension Scheme.
- Flexible working / work life balance.
- Childcare vouchers.
- Be involved in an organisation which put service users and co design at the centre of all we do.

Salary & More Information

Lancashire
30 / 37 hours per week
£38, 716 per annum
Permanent



**Do you have the
energy, knowledge
and creativity to
meet those
challenges?**

**We have big plans
and there will be
challenges along
the way.**

Head Office

21-23 Blackburn
Rd, Accrington
BB5 1HF
0300 330 1354

Centres in:

Accrington
Blackburn with
Darwen
Blackpool
Burnley
Preston

Outreach activity in:

Blackburn with
Darwen
Chorley
Lancaster
Skelmersdale
Kendal
HMP Styal
Cumbria

Follow us



@LancashireWomen



Lancashire Women

Registered Charity 1100976