



Job Description

Job Title:	Business Development Manager
Tenure:	Permanent
Base:	Head Office
Responsible to:	Director of Funding & Communications
Responsible for:	Retail Managers
Salary:	£38,333 FTE
Hours:	37.5

JOB SUMMARY:

The Business Development Manager is based within the Marketing & Income Generation (MIG) Team. The overall purpose of the MIG Team is to raise the profile of Hospice at Home West Cumbria (HHWC) and to generate income to support all Hospice activities.

Hospice at Home West Cumbria currently has two successful charity shops, and a presence on eBay. We have two Retail Managers and a dedicated team of volunteers who ensure these existing enterprises thrive.

The Business Development Manager is a new post created to lead the development, delivery, and expansion of social enterprise initiatives that generate sustainable income for the charity. The role involves managing existing projects, identifying new opportunities, and building strategic partnerships to support long-term financial growth and community impact.

The postholder will support staff and volunteers to provide an exceptional customer experience across all our enterprise projects.

DUTIES AND RESPONSIBILITIES OF THE POST:

Key responsibilities of the job

- Lead the development and promotion of existing enterprise projects (two charity shops and eBay store), reaching key performance targets and increasing sales and profits.

- Adopting an entrepreneurial approach, identify and assess new opportunities aligned with the organisational strategy:
 - Develop business cases and implementation plans for new initiatives.
 - Identify opportunities for commercialisation of existing activities.
- Lead, motivate and empower the team of staff and volunteers, building new levels of confidence and ambition:
 - maintain an inclusive and professional culture
 - monitor individual work plans and performance
 - identify and address development needs
 - encourage and allow staff and volunteers to take responsibility and exercise initiative.
- Work closely with the marketing and fundraising teams to integrate enterprise into wider income generation and public awareness efforts. Ensure our public facing enterprise projects represents our values and offers the public a window into the organisation.
- Ensure all enterprise activity is conducted in accordance with current legislation, organisational policies and procedures and best practice.
- Undertake ongoing analysis, planning and forecasting to ensure activities give the best possible return on investment.
- Manages and analyses budgets and reports to the senior management team.
- Ensure the accurate recording of all engagement on our gift aid donor database and ensure it is maintained and up to date in line with our data management processes.
- Contribute to the development of new processes and ways of working through generating new ideas and embracing and championing change.
- Build relationships with other local businesses and identify opportunities for collaboration.
- Develop a programme of enterprise events (for example pop-up shops) in order to increase income and awareness.

Personal Development:

- To be committed to personal and professional development and engage in mandatory and statutory training as required.
- Set challenging goals through the appraisal process to ensure the effective delivery of organisational, team and personal objectives.
- To keep updated with current policies and procedures.

General

- Ensure that the Hospice's purpose and values are at the core of all activities.
- Ensure the maintenance of confidentiality in respect of staff, volunteer and client records and all privileged information relating to the services of the Charity, its patients, staff and volunteers and particularly of the area for which directly responsible.
- Promote and foster the Hospice's reputation and standing within the community and with private, statutory and voluntary sector agencies and organisations.
- Undertake any other duties which may be reasonably required.
- All staff have a responsibility to adhere to the Health and Safety policy and report all accidents, incidents or near misses promptly and when requested to co-operate with any investigations undertaken.
- HHWC has adopted an equal opportunities policy and all employees must be aware of their obligations to abide by the spirit and nature of the policy to avoid direct and indirect discrimination.

Person Specification
Business Development Manager

	Qualities Required	Essential (E) Desirable (D)	Method of Assessment
Practical Knowledge and Qualifications	Higher education qualification in a sales, customer service or related subject OR professional qualification OR equivalent experience	E	A/I
	Up to date practical knowledge of the retail and sales environment, regulations and trends	E	A/I
	Knowledge of Point of Sales systems	D	A/I
	Knowledge of gift aid and it's practical application in charity retail	D	A/I
Skills and Competencies	Excellent oral and written communication skills including compiling text for literature and enterprise promotions	E	I
	Strong admin and organisational skills with advanced IT competency and working knowledge of all Office applications	E	A/I
	Ability to see the bigger picture, grasp opportunities and find practical solutions to problems	E	I
	Ability to work on own initiative whilst also taking direction	E	A/I
	Ability to work to tight deadlines and under pressure, being responsive to unexpected changes to project plans	E	I
	A creative, innovative and entrepreneurial flair	E	I/E
	Personable and able to engage and develop positive relationships with colleagues and other contacts	E	I
	Flexible, with a willingness to work occasional weekends and evenings to fulfil the requirement of the post	E	A/I
	Prepared to travel and attend meetings and training as required	E	A
Experience	Track record of planning and implementing multiple projects on time and achieving targets	E	A/I
	Experience of exercising entrepreneurial talent by generating profit through enterprise/business activities	E	A/I
	Experience of working in a sales environment	D	A/I
	Experience of developing relationships with a wide variety of stakeholders including business representatives	E	A/I
	Achievement of Team Leader level in a comparable organisation managing staff and/or volunteers	D	A

A = Application Form

I = Interview

E = Exercise