



# BUSINESS DEVELOPMENT MANAGER

## Job pack

Thanks for your interest in working at Citizens Advice Winchester District. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice.

In this pack you'll find:

- Our values
- 3 things you should know about us
- Overview of Citizens Advice and Citizens Advice Winchester District
- The role profile and personal specification
- What we give our staff

### **Want to chat about this role?**

If you have any questions about this role, please email [admin@cawinchesterdistrict.org.uk](mailto:admin@cawinchesterdistrict.org.uk) with your contact details.



## Our values

**We're inventive.** We're not afraid of trying new things and learn by getting things wrong. We question every idea to make it better and we change when things aren't working.

**We're generous.** We work together, sharing knowledge and experience to solve problems. We tell it like it is and respect everyone.

**We're responsible.** We do what we say we'll do and keep our promises. We remember that we work for a charity and use our resources effectively.



## 3 things you should know about us

**1. We're local and we're national.** We have 6 national offices and offer direct support to people in around 300 independent local Citizens Advice services across England and Wales.

**2. We're here for everyone.** Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we won't turn people away.

**3. We're listened to - and we make a difference.** Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us.

# Overview of Citizens Advice

The Citizens Advice service is made up of Citizens Advice - the national charity - and a network of around 300 local Citizens Advice members.

This role sits in our network of independent charities, delivering services from

- over 600 local Citizens Advice outlets
- over 1,800 community centres, GPs' surgeries and prisons

They do this with:

- 6,500 local staff
- over 23,000 trained volunteers

Our reach means 99% of people in England and Wales can access a local Citizens Advice within a 30 minute drive of where they live.





## The role

<b>JOB TITLE:</b>	<b>Business Development Manager</b>
<b>SALARY:</b>	<b>£16,200-£18,054 per annum, (£27,000-£30,090 FTE p.a. depending on experience, based on 37.5hrs)</b>
<b>HOURS:</b>	<b>22.5 hours per week</b>
<b>LOCATION:</b>	<b>The role will be based within our Winchester office (with some flexibility to work from home if needed) and involve some travel within the local area.</b>
<b>TYPE:</b>	<b>Permanent</b>
<b>REPORTING TO:</b>	<b>Sue Campbell, Chief Officer (CEO)</b>
<b>DBS:</b>	<b>This role will be subject to a basic Disclosure and Barring Service (DBS)</b>
<b>CLOSING DATE:</b>	<b>Monday 30 May at 10am</b>

Citizens Advice Winchester District (CAWD) is a thriving, independent local charity, and a high-performing member of the Citizens Advice network. At CAWD people come to us for support on a wide range of issues, but they have one thing in common: they need help, often urgently. Our advice changes peoples' lives, supporting them through difficult and challenging times. We deliver free, independent advice on a range of topics via our telephone, email, webchat and face to face services. Our core service relies on volunteers who expertly support the bulk of our clients. We also deliver specialist services and projects.



## Role profile

### **Purpose of the role:**

This exciting new role will work closely with the Chief Officer (CEO) and Finance Manager and lead on fundraising, ensuring that CAWD is underpinned by a sustainable business model, and oversee our marketing and communications. The role will line manage the Development Officer, and be a member of the Core Management Team (CMT).

## **Key Work Areas and Tasks**

### ***Fundraising***

1. Review and develop CAWD's fundraising strategy, including all current and potential income streams for CAWD, and the optimum funding mix from a range of funding sources.
2. Overall lead on CAWD's income generation and fundraising activities (including trusts/foundations, statutory funding, community, and individual giving/events).
3. Overall responsibility for achieving agreed income targets, and the target funding mix (supported by the Development Officer).
4. Lead on researching potential funding opportunities, choosing which to pursue, liaising with potential funders/donors, and preparing/submitting high quality funding bids. Work closely with key staff to understand CAWD's developing services/projects to identify areas for funding.

### ***Business Development***

5. Support the CEO and Finance Manager to develop and maintain a sustainable business model for CAWD (balancing income and expenditure whilst achieving CAWD's strategic aims).
6. Work with the Chief Officer to progress collaboration and partnership opportunities, to strengthen our service and raise our business profile.
7. Scope and set up appropriate structures and plans for new projects, ensuring systems are in place for monitoring, reporting and compliance.
8. Lead on funder relationships and reporting for key projects and services.

### ***Marketing and communications***

9. Lead on marketing/communications, developing and implementing communications strategies/plans/activities.

### ***Other duties and responsibilities***

10. Carry out any other tasks that may be within the scope of the post to ensure the effective delivery and development of the project.
11. Work cooperatively with colleagues, encouraging good teamwork, clear lines of communication and common practices within the team.
12. Take responsibility to monitor own workload and wellbeing, ensuring workload is sustainable and raising issues with CEO where needed.
13. Demonstrate commitment to the aims and policies of the Citizens Advice service, including equal opportunities policies.
14. Keep up to date with policies and procedures relevant to CAWD work.
15. Maintain close liaison with relevant external agencies.
16. Abide by health and safety guidelines and share responsibility for own safety and that of colleagues.



## Person specification

1. Ideally prior experience of successful fundraising, including setting/achieving income targets and/or significant experience at a senior level in a relevant role at a comparable organisation within the voluntary/charity sector.
2. Be a strategic thinker – able to set clear goals and develop strategies to achieve them. Preferably with experience of developing and implementing strategies (e.g. fundraising or marketing/communications).
3. Ability to build strong relationships at senior levels in external organisations, with funders/partners. Preferably experience of building collaborative partnerships with other organisations.
4. Highly organised, able to plan and prioritise own workload, as well as develop and maintain systems to manage a varied and busy role effectively.
5. Strong analytical and numerical skills, including ability to understand complex financial information and use it effectively to achieve targets/aims. Preferably experience of analysing sustainability of projects/services.
6. Excellent communications skills, equally competent at written and verbal communication, and engaging effectively with a wide variety of audiences. Excellent report writing skills.



## What we give our staff

Citizens Advice Winchester District is a great place to work!

If you join us, you are guaranteed:

- Competitive rates of pay (within the charity sector)
- Excellent training opportunities.
- A fantastic opportunity to launch a career in the voluntary sector, developing a wealth of useful knowledge, skills and experience.
- Confidential Employee Assistance Programme.
- A company that is committed to its employees, valuing their knowledge, wellbeing, creativity and flexibility.
- The chance to work with amazing people within a nationally recognised charity.

The Citizens Advice service values diversity, promotes equality and challenges

discrimination. We encourage and welcome applications from people of all backgrounds. We particularly welcome applications from disabled and Black, Asian and Minority Ethnic people, as they are currently under represented in our workforce.