

# Business Development Lead

The logo for Smart Works, featuring the words "SMART" and "WORKS" stacked vertically in white, uppercase letters on a blue square background.

## About us

Smart Works Newcastle is part of Smart Works Charity, a UK charity that provides high quality interview clothes, styling advice and interview training to women in need. We give women the confidence, the self-belief and the practical tools they require to succeed at interview and start a new chapter in their lives. We are incredibly proud that after a visit to Smart Works, over one in two of the women we support go on to succeed at their job interview.

We have been operating in Newcastle for almost a year and whilst we are part of the Smart Works network – we operate independently responsible for our own fund-raising and operation.

Smart Works started in one location in London. We carefully built our understanding and expertise until we were ready to open in other locations and could take our service to help more women. We are now operating in Edinburgh, Manchester, Reading, and Birmingham, and Newcastle, with Smart Works Leeds scheduled for Summer 2019.

At the core of the Smart Works service is a two-hour appointment, during which time each woman receives a complete outfit of high-quality clothes (theirs to keep) and dedicated one-to-one interview training. This short intervention has a significant impact as our clients start believing in their own ability to succeed.

All our service delivery (the dressing session and the interview coaching) is done by trained volunteers. Our volunteers are all highly skilled and dedicate their time to helping our clients succeed. Their reward is seeing the impact of unlocking a woman's confidence and finding out that the woman they saw has gone on to succeed at interview and move on with her life.

As we move into our second year of operation, it is an exciting time to join a team of committed Trustees and volunteers to support the running of our operation.

## About the role

A fantastic opportunity has arisen for a Business Development Lead. You will work with the Service Delivery Co-ordinator, the Board of Trustees and a team of fabulous and committed volunteers to build relationships and deliver activities that generate income to fund Smart Works Newcastle running costs. You will be a self-starter, action orientated and have excellent organisational and people skills, to enable you to deliver against fundraising targets

A highly organised and positive individual, you will be passionate about empowering women to thrive in work and life. You will be a strong communicator, both verbally and in writing, be able to multi-task, think on your feet and bring a determination to meet our aim of helping as many women as we can back into work. You will be confident in using IT to manage operations and produce reports. Overall, you would relish the opportunity of working in a start-up charity and all the challenges that it will entail.

The role would be based in Newcastle City Centre, and it is anticipated that there will be occasional evening and weekend work.

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Smart Works Newcastle is part of Smart Works Charity, and there will be occasional travel to London and liaison with the HQ team including participation in regular meetings, phone calls and conferences with other Smart Works centres across the UK.

## **How to Apply:**

To apply for this role, please submit an up to date copy of your CV, along with a supporting statement (max 2 pages) that addresses the criteria set out in the key skills and experience, using examples to demonstrate how you meet the essential requirements. Please provide telephone and email contact details. You should also provide the names, positions, organisations and contact details for two referees, one of whom should be your current or most recent employer. We will not approach referees without your prior permission. All applications should be sent to [helen.sinclair@smartworks.org.uk](mailto:helen.sinclair@smartworks.org.uk)

## **Time Scales:**

- Closing date for applications will be Tuesday 26<sup>th</sup> February 12 noon

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**Job Title:** Business Development Lead, Smart Works Newcastle  
**Reporting to:** Chair, Smart Works Newcastle  
**Based in:** Newcastle City Centre

## **Job Purpose:**

**To design and deliver Smart Works Newcastle's fund-raising programme to achieve agreed income targets through events, corporate sponsorship / relationships and partnership fund-raising.**

## **Key Accountabilities:**

1. Develop annual and quarterly activity planner to generate income to meet agreed revenue targets.
2. Identify, develop and maintain relationships with supporters and corporate contacts to achieve agreed income targets and maximise opportunities for repeat fundraising.
3. Create, plan and manage a programme of fundraising events and awareness raising activities, ensuring they are run effectively and are well planned, marketed and supported.
4. Research and prepare appropriate grant and funding applications.
5. Record and maintain accurate fund-raising records / budget documents and produce regular management information showing achievements against targets, risks and recommendations for future based upon post campaign evaluations.
6. Represent the organisation at events and networking opportunities, sharing key messages and building our reputation to maximise fundraising opportunities and generate new leads.
7. Recruit, support and develop fundraising volunteers to support income generation and service delivery, including provision/facilitation of volunteer engagement, induction and training as required.
8. To deliver an exceptional supporter and volunteer journey and provide outstanding customer care to all fundraisers through a variety of communications methods including via the telephone, e-mail, social media, written enquiries and face-to-face.
9. To develop and use a variety of communication channels to promote fundraising opportunities, grow support and increase our supporter base, celebrate successful campaigns and share individual fundraiser stories.
10. To update and manage the organisation's website and social media platforms in line with Smart Work's protocols including twitter, Instagram, Facebook etc. ensuring content is targeted appropriately, interesting, relevant and in line with the organisation's values and brand guidelines.

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11. To develop fundraising and marketing materials as required, including reviewing the fundraising pack and any related documents or materials.
12. To develop and manage appropriate platforms to make donating to Smart Works as simple as possible.
13. To ensure sure all the legal requirements for events and community fundraising are in place and adhere to Institute of Fundraising Codes of Practice and Fundraising Regulator requirements
14. To have a duty and responsibility for personal health and safety and the health and safety of colleagues, volunteers and the general public

## Terms and Conditions

- Hours:** Approx. 20 hours a week. Flexible to cover core activities. The post holder will be required to travel to (mainly local) events and work flexibly including evening and weekend working.
- Salary:** £25,000 to £28,000 per annum plus 3% contributory pension (pro rata for part time) depending on experience
- Contract:** Permanent
- Holidays:** 25 days per annum plus public holidays (pro rata for part time)
- Disclosure:** This position is subject to a 26-week probationary period, satisfactory references, and a DBS check and subsequent re-checks.

**This job description is subject to amendment from time to time within the conditions of employment as per the needs of Smart Works Newcastle.**

**All post holders are expected to support Smart Works Newcastle's vision, aims and objectives and embrace its ethos of helping women gain employment.**

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## Person specification

This document sets out the skills and experience required for this post and will be used for shortlisting and interviewing candidates.

### **Requirements – essential unless stated as desirable**

#### **Experience**

- Fundraising within the charity sector, including developing corporate relationships, individual donors and community fundraising
- Developing fundraising campaigns, planning and managing their implementation and evaluating their impact
- Building relationships with donors and corporate partners
- Recruiting, engaging and supporting fundraising volunteers
- Delivering presentations to a wide variety of audiences and public speaking
- Developing internal and external communications using appropriate channels including social media
- Using a wide range of social media and developing social media content
- Networking and relationship building with a wide variety of stakeholders, including the private sector
- Corporate fundraising
- Managing and developing website content (desirable)
- Experience of supervising and working with volunteer teams

#### **Knowledge**

- Fundraising approaches, including individual giving and community fundraising
- Communications strategies and tools
- Different types of media, including local media, digital and social media
- Voluntary sector values and activities

#### **Skills**

- Ability to motivate others and inspire people to take action
- Ability to recognise and utilise the skills and experience of volunteers and support them appropriately
- Excellent interpersonal skills
- Excellent expressive writing skills, particularly 'writing for purpose' e.g. board reports, fundraising applications, newsletters, and for media
- Excellent verbal communication skills both face-to-face and on the phone, including presentation skills
- Ability to communicate the organisation's aims and values
- Ability to develop and maintain communication with people on complex matters and in complex situations
- Highly organised with excellent attention to detail
- Excellent organisational skills with the ability to manage a changing workload to tight deadlines
- Ability to establish and maintain effective relationships with a diverse range of people
- Ability to problem solve
- Strong and up-to-date IT skills

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## Personal

- A high degree of creativity and an ability to come up with good ideas and put them into practice
- Ability and willingness to work flexibly covering evening/weekend events
- Required to travel to events around the region to support Smart Works
- Creativity, imagination and entrepreneurial attitude towards fundraising
- Excellent interpersonal skills and strong networker who can build effective relationships
- Passionate about empowering women to thrive in work and life