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| **Head of Business Development**  **Job Profile**  **Grade Scale: Grade 5 Level 1-8**  **Reports to: Chief Executive**  **Salary: £57,028 - £67,831**  **Purpose of the Job** |
| The role will report directly to the Chief Executive and is part of the Leadership Team responsible for the strategic leadership of the organisation. The role is responsible for commercial and development services, with a balance of commercial income generating activities, and development activities aimed to increase community engagement and participation.  As a key member of the Leadership Team, you will provide strategic direction to the business development function to ensure that it meets the ambitions and standards set by SLLC and its stakeholders.  You will oversee a range of business areas including marketing and communications, sales, fundraising, product development and events for all leisure and culture services. You will explore and capitalise on all available opportunities to increase income surplus, to deliver the charitable purposes of the organisation. You are accountable for ensuring income streams cover all operational costs as well as provide a surplus to further invest into our charitable activities.  The role includes developing areas of new business; overseeing commercial programmes and product development; identifying new market opportunities, determining optimal pricing to balance profit with customer satisfaction and community benefit; and directing associated sales, marketing, and media activity. |
| **Key tasks and responsibilities** |
| Provide strategic direction and leadership to develop and maximise commercial operations, ensuring a pipeline of income to exceed revenue requirements enabling the charity to reinvest in community services. |
| Develop and implement strategic and operational business plans for commercial and development activities that will drive results through the effective use of people, processes, and systems. |
| In partnership with finance, governance and business improvement and operational service managers, you will develop and set a robust targets and KPIs. You will ensure your department delivers appropriate, meaningful reporting and monitoring of all commercial performance and PR activity. This includes data analysis and benchmarking. |
| You will make recommendations to the Board on commerciality, carrying out risk assessments  on potential new, or enhanced, income generating opportunities. |
| You will write effective business proposals, develop marketing strategies to enhance customer satisfaction and our business reputation, and deliver on these activities through excellent project management. |
| Maintain a high degree of positive interaction with clients, partners, suppliers, and teams of staff by having a strong understanding of all aspects of the charity’s business. Positively influence staff to encourage their involvement in the commercialisation process to effect beneficial behavioural and cultural change. |
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| **Person Specification**   |  |  |  | | --- | --- | --- | | **CRITERIA** | **ESSENTIAL** | **DESIRABLE** | | **Education, Qualification & Training** | Educated to degree level or equivalent in a relevant discipline or equivalent relevant experience | Evidence of continuing relevant professional development | | **Skills, knowledge, experience** | * Track record in a senior management environment, strategic leadership, and development. * Track record of growing income and building a sustainable business model. * Ability to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail. * You will have a demonstrable track record of success in commercial operations, ideally across a range of relevant activities, delivering revenue growth within a customer-facing environment. * You will have strong interpersonal, managerial, and motivational skills; an ability to clearly convey complex ideas, working collaboratively across a range of services and teams, and a good instinct for business with a natural ability to spot opportunities for new or enhanced income generation. * You should be able to demonstrate a track record of exemplary project management in relevant areas, negotiating skills, sound application of market research, and strong marketing skills. You will have experience of working in a senior management role, leading high performing teams and successful business development initiatives. * Track record of leading multidisciplinary teams. * Budget management and forward planning experience. * Excellent IT skills, including components of Microsoft Office software, with good working knowledge of using key database systems. | Experience of working with a diverse range of colleagues within a large and complex organisation.  Experience of working within a leisure or culture commercial and development environment.  Experience of reporting to Board, Committee, or senior stakeholder. | | **Personal Qualities** | * Demonstrating fresh and innovative thinking coupled with an entrepreneurial approach and strong customer focus. * Strong communicator and team player able to build networks both internally and externally; experience of managing relationships and expectations of multiple partners. * Ability to build trust and maintain relationships with internal and external stakeholders. * Passion to deliver services that improve health and wellbeing in achieving SLLC’s vision of Healthier, happier, more connected lives |  | | **Management Competencies** | * Demonstrate and provide active leadership to the organisation, service and team. * Excellent influencing and negotiation skills. |  | | **Other** | * Be Positive “can do” attitude and willingness to support others where needed. * Ability to multi-task and work in a focused and fast-paced environment |  |   **Safer Recruitment Checks**  As part of our approach to good practice and safer recruitment we carry out a number of pre-employment checks   * Asylum and Immigration right to work in the UK * Reference check: external candidates require 2 references, one of which must be from previous or last employer; Internal candidates require 1 reference from current line manager. * Candidate Disclosure Scotland check, where applicable  |  | | --- | | **Vision, Mission, and Values** | | **Our Vision**: healthier, happier, more connected lives. | | **Our Mission:** Improve health and wellbeing by offering attractive, affordable activities delivered with warmth, friendliness and individual pride. | | **Our Values**:  **Do the right thing:** Even when no one’s looking.  **Be a great team**: Work together. Share ideas. Share mistakes. Share successes.  **Own it:** Be accountable for outcomes good and bad. Don’t pass the buck.  **Be positive:** Be hospitable. Make people feel good. |   **Behaviour Framework**  The Behaviour Framework is a set of core behaviours that defines how employees approach work to enable the delivery of key tasks for the role. The expected behaviours for this role are: |
| ***Be a great team:***  **What you can do:** |
| * Inspire a ‘one team’ culture. * Role model inclusive leadership; respecting colleagues, partners and customers and treating people according to their needs. * Visible and accessible to employees within your area of responsibility. * Champion collaborative and partnership working across the organisation. * Spend time building relationships with partners. * Builds networks, locally regionally and nationally to help provide support and expertise and maximise resources. * Understand the importance of communication, evaluate its effectiveness, and take steps to improve, leading and encouraging open communication at all levels in the organisation. * Understands respectful challenge and makes own case whilst recognising the concerns of others * Builds commitment and engagement to improve team cohesion and outputs. |
| ***Do the right thing:***  **What you can do:** |
| * Lead by example, maintaining a positive attitude and demonstrating energy and enthusiasm in your approach to work. You are a role model for the organisation. * Understands the power and authority that comes with the Leadership Team role and adapts behaviour to ensure interactions with others are positive and empowering. * Demonstrates sensitivity and good judgement in decision making and relationships. * Is able to take difficult decisions in complex and challenging situations for the best interests of the service and the organisation. * Evaluates resources, options and consequences in decision making. * Consults with representative groups when formulating strategies. * Engages with communities, internal and external partners ensuring the full range of views are considered. |
| ***Be Positive***  **What you can do:** |
| * You will work with enthusiasm to deliver a high-quality service to meet personal, organisational and customer expectations. Be hospitable and make people feel good * Understand how your team learn and develop and use this knowledge to lead performance improvements. * Lead by example, influencing and inspiring confidence in others. * Communicate positive messages about the organisation, acting in its best interests and being an ambassador for SLLC. * Role model for inspirational leadership * Coach and mentors’ others and have continuous learning and development as a key priority for the service. |
| ***Own It:***  **What you can do:** |
| * Ownership is at the heart of our approach. Be accountable for outcomes good and bad in the application of your strategic and managerial responsibilities. * You work to deliver a high-quality service to meet organisation and stakeholder expectations. * Gives teams defined structures and clear direction enabling a strong sense of ownership and personal responsibility for the delivery of outcomes and objectives. * Plan and anticipate changes in the sector and wider landscape and effectively manage the transition to introduce new ways of working. * Logically identify trends and implement the best approach, outlining clear objectives * Focus on longer-term outcomes rather than short-sighted initiatives. |