

JOB DESCRIPTION

Job Title: Business Development Manager
Directorate: Fundraising
Reports to: Head of Education Business Unit

Job Purpose

To drive the business development activity of Young Epilepsy's education and social care services and associated Young Epilepsy activities. To develop existing and new business streams and increase student referrals to achieve the targets and objectives of Young Epilepsy's education and social care services

Key Tasks

Main Responsibilities

1. Responsible for the day to day sales and marketing of the Young Epilepsy's education and social care services and provide reports on contacts being made and service development.
2. To be responsible for making high quality and well qualified appointments in the education and care sector. Achieving key performance indicators based on lead generation and increased student referrals and admissions.
3. Develop an excellent knowledge and understanding of Young Epilepsy's services and present to stakeholders to increase business opportunities.
4. To be the liaison with purchasing and commissioning teams across the UK concerning the purchasing of the education and social care services delivered by Young Epilepsy.
5. To work with potential local authority purchasers, identify potential contract portfolio, provide service specifications, prices, and contract formats and complete contracts to point of delivery.
5. To work with Young Epilepsy internal customers to assure that the service specifications are available, accessible and high quality with performance monitored standards.
6. To identify customers' needs to allow Young Epilepsy to be flexible in the services delivered and to continually update market intelligence to allow Young Epilepsy to evolve and adapt in an ever changing climate.
7. Research and plan business development activities to achieve positive outcomes, education targets and meet Young Epilepsy's education and social care's objectives.
8. Research external events, establish a data base of relevant conferences and identify priority attendance.

9. To take the lead and attend all conferences and seminars to obtain contacts, establish new business opportunities and promote a positive reputation for young Epilepsy and all the services delivered.
10. Provide data for potential purchasers on packages available or contract status.
11. To provide accurate management information to external and internal customers.
12. To keep abreast of social care and educational policy that could influence business demand and opportunity
13. To ensure that business planning reflects best practice in equality and diversity and deliver services accessible and appropriate to client needs.
14. To maintain effective communication with all key stakeholders both internal and external.
15. To attend training and staff development courses as required by the organisation.
16. To ensure compliance with Young Epilepsy's policy and procedures.

Service Development

1. To provide safe, confidential and timely information to the children, parents, and purchasers having regard to the provisions of the Data Protection Act 1998.
2. To participate in audit and research as appropriate.

General

Ensure all duties are carried out in accordance with Health & Safety regulations as given in the Young Epilepsy Health & Safety Manual.

This Job Description is not exhaustive and the postholder may be required to undertake other appropriate duties and projects from time to time.

Young Epilepsy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

March 2012

PERSON SPECIFICATION

**Job Specification
Directorate**

Service Development Manager
Fundraising

Key Criteria	Essential	Desirable
Education and Qualifications	Relevant degree or equivalent professional qualification.	Additional development in business and/or project management Relevant further training/qualifications.
Experience & Knowledge	Proven sales experience in a complex and competitive market Direct cold calling experience and understanding of the full sales life cycle Skilled in identifying new market opportunities to generate new leads Excellent negotiation skills Experience in events and conference attendance management Management systems and techniques necessary to promote business planning, performance, quality, best practice and service development. Knowledge and experience of developing, agreeing, implementing and evaluating projects and programmes in a partnership context.	Clear experience of local authority commissioning or project management. Local Authority (education and social care) organisation and processes in particular, planning and business development. Experience of contract management, including standard setting, monitoring and control. The management of change across agencies while sustaining quality services in an increasingly regulated environment. Marketing knowledge with the ability to produce effective marketing literature
Skills	Proven information technology skills (Word, Excel, PowerPoint)	Decision making and problem solving – ability to solve problems

	<p>etc).</p> <p>Able to communicate effectively both orally and in writing with people at all levels, both within the organisation and users and providers of the services.</p> <p>Experience and ability to collaborate with senior decision makers and partners, securing their commitment to delivering shared objectives and outcomes.</p> <p>High level of written and verbal communication skills including report writing.</p> <p>Able to absorb new information and apply it quickly, combined with the capacity to take responsibility and develop solutions.</p> <p>Experience of prioritising and managing own workload within given deadlines.</p>	<p>in an innovative way.</p>
Personal Qualities	<p>Experience and ability to manage own performance in a pressurised and complex partnership arrangement.</p> <p>Flexible and able to work effectively with a team.</p>	<p>Interpersonal relationships – ability to inspire people to work with you.</p> <p>Influencing and negotiation – possess personal characteristics to influence other professionals.</p>