

Life Story Network CiC

Job Description

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| Job Title: | Business Development Manager |
| Responsible to: | Governance Manager |
| Responsible for: | There are currently no line management responsibilities |
| Key relationships: | Working closely with the Communications and Marketing Manager, Finance Manager, Training and Development Manager and Impact Manager |
| Contract: | Fixed term contract to October 2021 – there is the potential to extend dependent on achievements from this phase of our national network, including sustainable funding. |
| Probation period: | Three months |
| Hours | Full time (35 hours a week) |
| Location: | The post-holder will work remotely, with visits to the tide Head office at 151 Dale Street Liverpool, L2 2AH when required and circumstances allow. It is essential that the person can cover wider regional and national travel also at the appropriate time. |
| Salary: | £30,000 |
| Annual leave | 25 working days excluding national Bank Holidays |

Context

The Life Story Network is a Community Interest Company (CIC), offering consultancy and training in relation to the use of life story work and narrative practice to support vulnerable people, as well as broader strategy review and development, particularly in relation to dementia. The LSN is a wholly owned subsidiary of tide – together in dementia every day, a national involvement network for carers and former carers of people with dementia. A core principle of tide is how we value, respect and support carers and former carers of people living with dementia. Using lived experiences, tide enables a diverse range of carers to have a powerful

collective voice, which raises awareness of their unique needs and rights, ensuring that these influence practice, policy and research at all levels.

tide became a registered charity in December 2019. It operates in all four nations of the UK and is funded by the National Lottery until October 2021.

Job Summary

As the Business Development Manager, you will work closely with the Chief Executive and senior staff, Chair, Board Members and Trustees to lead the development of the LSN and tide as sustainable businesses. You will take the lead role in securing commissions for the business, using learning from successful projects to follow up appropriate leads. You will balance the need to drive for new business with adherence to our values, ensuring that people who are vulnerable and their carers remain at the heart of what we do.

Responsibilities and Duties

The post holder will be expected to undertake a broad range of responsibilities and duties including at regional and national levels. These include to:

Strategic and Developmental Responsibilities

- Work closely with the Chief Executive and other key staff, Chair, Board Members and Trustees to identify opportunities for growth of the business;
- Draft proposals for funding through tenders, grants, sponsorship and commissions
- Work with the Communications and Marketing Manager to generate business opportunities in specific sectors
- Contribute to the creation and maintenance of a resource directory of current national, regional and local information to support business development opportunities, including demographics, research reports, commissioning priorities and information from colleagues working on specific projects
- Build collaborative relationships with key partners, developing joint funding proposals where this will add value
- Ensure the Client Relationships Management system is kept up to date with business contacts and opportunities
- Represent the LSN and tide in advisory groups and other relevant forums, promoting LSN and tide's corporate messages in a consistent and professional manner
- Hand over project management to the Governance Manager or other designated staff once specific grants or commissioned work have been secured
- Ensure all service contract data are accurate and up to date
- Ensure all business development control and risk mechanisms are in place and support other staff to meet these requirements
- Collate outcomes from completed projects and use this learning to inform future proposals

General Responsibilities

- Contribute to business planning and strategy development for the business as a whole
- Take responsibility for personal learning and development and support the learning and development of others and the whole organisation
- Pay due care and attention with regards to health and safety at all times, in line with our Volunteering Policy and Health and Safety Policy;
- Work in accordance with all company policies, including safeguarding, equality and diversity and confidentiality
- Undertake other tasks, duties or projects which may arise from time to time, which are commensurate with the general level of this post and as directed by your line manager.

Person Specification

| ATTRIBUTE | ESSENTIAL | DESIRABLE | HOW ASSESSED |
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| Education/ Qualifications | <ul style="list-style-type: none"> • Degree level or equivalent | <ul style="list-style-type: none"> • Project management PRINCE2 or equivalent • Qualifications in Health, Social Care or Housing • Management qualification | Application form |
| Experience | <ul style="list-style-type: none"> • Writing successful bids and proposals • Programme management • Income generation • Experience or understanding of dementia and the emotional and practical challenges that families experience • Developing and | <ul style="list-style-type: none"> • Caring for someone with dementia • Working within diverse communities • Working with commissioners and other funding bodies • Working or volunteering | Application form /interview/ references |

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| | <p>sustaining multi-agency partnerships</p> <ul style="list-style-type: none"> • Data collection and analysis • System development and maintenance | <p>within Health, Social Care or housing Sectors</p> | |
| Knowledge | <ul style="list-style-type: none"> • Health, social care, housing and Third sectors and how they work • Confidentiality and understanding of Data Protection Act • Understanding of social value and measuring outcomes | <ul style="list-style-type: none"> • Knowledge/ awareness of current Government policies concerning dementia and carers including the impact this has on the devolution agenda | <p>Interview / application form</p> |
| Skills/Abilities | <ul style="list-style-type: none"> • Ability to work independently and meticulously without close supervision • Ability to work as a member of a team • Be considerate, sensitive and empathetic towards others. • Excellent verbal and written communication skills • Good working knowledge of the Internet and IT skills including databases • Working understanding of Microsoft applications in particular Word, Excel & Power point | <ul style="list-style-type: none"> • Good working knowledge of social media especially twitter • Marketing and campaigning skills | <p>Application form/ Interview / references</p> |

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| | <ul style="list-style-type: none"> • Highly motivated, enthusiastic, positive and engaging personality • Good presentation skills, on-line and in person, and ability to adapt when talking to different audiences • Be well organized, able to motivate others and work under pressure | | |
| Work Related Circumstances | <ul style="list-style-type: none"> • Willing to carry out all duties and responsibilities of the post in accordance with the LSN's Equal Opportunities and Diversity policies • Willing and able to stay away from home overnight • Willing and able to work flexibly if required at events | | |
| Values | <ul style="list-style-type: none"> • Transparent • Tenacious • Inclusive • Empathetic | | Interview & probation period |

| OUR VALUES | OUR BEHAVIOURS |
|--------------------|---|
| Transparent | We will be upfront, open, and honest with ourselves and others. To build trusting relationships, we will share our rationale for making decisions and taking actions even when this may be difficult to do. |
| Tenacious | We will have the courage and resilience to remain dedicated to our mission and have the humility to consider alternative ways of doing this where this will lead to a greater impact on improving people's lives. |
| Inclusive | We will always value the diversity of perspectives, experiences, knowledge, skills, cultures and beliefs that people have to share |

| OUR VALUES | OUR BEHAVIOURS |
|-------------------|---|
| | and contribute in the pursuit of our mission. All voices will be welcomed and all contributions recognised. |
| Empathetic | We will aspire to understand the feelings of everyone we work with so that they feel valued and respected. |