

**Creative Optimistic Visions**

**Job Description and Person Specification**

**Job Information**

**Post Title:** Business Development Manager

**Salary:** £37,600 pro rata 25 hours per week

**Mode:** 1 Year Fixed Term Contract – 3 Months’ probation period

**About Creative Optimistic Visions**

Creative Optimistic Visions (COV) is an award-winning Community Interest Company that provides alternative education, training, universal youth provision, consultancy and mentoring services through the lens of the Protective Behaviours Process (PBs). PBs is a practical down to earth approach relating to feeling safe, equipping people with a skill set to keep themselves feeling safe throughout their life journey.

COV delivers services nationally, however we predominantly work within the West Midlands. COV is the leading provider for accredited Protective Behaviours Training in Coventry and Warwickshire supporting professionals on the front line working with vulnerable children and families. Last year we worked directly with over 700 people through our services.

We are a small grass roots organisation, founded in 2014 in Coventry City, that has built a respectful reputation with existing partners, but most importantly with our beneficiaries and families that we work with. We engage with individuals due to their lack of engagement with education, statutory services, have been subjected to abuse, and broken-down relationships within their family structures.

We firmly believe that ‘we all have the right to feel safe’ and ‘we can talk with someone about anything even if it is awful or small’, therefore we provide a wrap around, consistent model of support throughout our projects and mentoring services.

**Job Description**

1. **Purpose**

The Business Development Manager, will be tasked with improving and growing Creative Optimistic Visions (COV), by fostering and developing relationships with customers, suppliers, partners and direct beneficiaries. You will work to improve profitability through careful strategic planning and positioning in the appropriate markets by increasing our training revenue and to enhance the operation of the business, position and reputation.

You will have a single role in the organisation working closely with our team of staff, especially the Board of Directors and Operations Manager. Your work will often reach across all areas of the business.

Business development will be applied to almost all types of business activity; however, this role is to concentrate on increasing our sales of training and measuring our social impact, collaboration with partners and within the education, voluntary and cooperate associations, on a B2B model.

This post has been funded by Community Impact Partnership to develop and implement our new growth strategy.

1. **Main Duties and Responsibilities**

The Business Development Manager will work collaboratively with the board of directors and operations manager, support the leading activities relating to strategic growth and social impact measurement.

**The duties and responsibilities are:**

* Identify new business opportunities - including new markets, growth areas, trends, customers, products and services.
* Build new business relations, increasing our sales and service delivery.
* Raise the profile of the business.
* Understand the needs of our clients, partners and beneficiaries with the ability to respond effectively with a plan of how to meet their needs.
* Strategic planning based on the business plan with clear aims and objective to improve business both socially and financially.
* Discuss implementing operational changes where necessary where improvement is required.
* Business contracts.
* Have a good understanding of the businesses' products or services to market.
* Discuss promotional strategy and activities with the marketing and communications department.
* Liaise with the finance team, operations and The Board of Directors.
* Attend seminars, conferences and events where appropriate.
* Keep abreast of trends and changes in the business, education and voluntary sectors.
* Review and implement change to COV Theory of Change model with the board.
* Implement tools to enable greater social impact measurement.
* Grant finding and bid writing
* Such other duties as are within the scope and spirit of the job purpose, and the title of the post

1. **Salary**

This post has been funded by Community Impact Partnership to develop and implement our new growth strategy. COV offers its employees 8% pension contribution.

£22,012

**4.Working hours**

You'll usually work a regular 9am to 5pm, Tuesday to Friday week, though you may on occasion have to work longer to meet a project deadline or when attending an event or conference.

Flexible working may be possible.

**5.What to expect from COV**

* Business development is quite a creative role and can be very satisfying but this is accompanied with challenging aspects.
* You'll frequently travel within the day for face-to-face meetings with customers and other business partners.
* Flexible hours.
* Experience of working in a professional, friendly team.
* Opportunities to share your relevant knowledge and skills with other staff and volunteers
* Satisfaction in making a real and lasting difference to people’s lives
* Personal development and skills training including safeguarding and protective behaviours.
* Opportunities to meet and interact with a wide range of people.
* A safe working environment, providing encouragement and enrichment of growth, personally and professionally.

**Person Specification**

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| **Attributes** | **Essential** | **Advantageous** |
| Education/Qualifications |  | Educated at degree level or equivalent |
| Experience (Paid and Unpaid) | Evidence of working within business development in the voluntary sector  Appropriate depth of knowledge, expertise and track record of achievement relating to the responsibilities of the post  Evidence of implementing successful growth business strategies  Knowledge of theory of change and implementing processes of gathering and evaluating social impact data | Proven success in managing a high level of responsibility within a voluntary organisation  Experience of working at a high level in building business relations, identifying business trends and opportunities  Experience of securing B2B contracts and grant funding |
| Job related skills and Aptitudes | Good project management skills with knowledge of sales pipelines, with tenacity and drive to seek new business and meet or exceed targets  Excellent written and verbal communication skills - needed for communicating with a wide range of people, both internally and externally  Ability to work on own initiative and good informed decision-making skills with the ability to think strategically  Good IT skills including Microsoft Office and the use of spreadsheets  Ability to manage and prioritise workloads and to work under pressure to tight deadlines  Excellent presentation skills including face to face and written reporting | Good understanding of social enterprise  Highly developed influencing and negotiation skills  Confidence to start things from scratch  Experience of marketing business activity and services on web platforms |
| Interpersonal Skills | Experience of business networking  Ability to work effectively across organisational boundaries and complying to confidentiality and GDPR | Experience of Communicating will all those that are part of business from senior leadership to beneficiaries |
| Other Requirements | The ability to work flexible to meet the needs of the post and the willingness to work outside of normal office hours and at different locations  A full driving license is required |  |

**To apply**

We are committed to equality and diversity and welcome applications from all individuals in our community. We’d love to hear from you! To find out more, or to request an application form please contact [Stacey@creativeoptimisticvisions.co.uk](mailto:Stacey@creativeoptimisticvisions.co.uk)

**Application deadline 26th October at 3pm**

**Interview date: w/c 2nd November date TBC**