

# JOB PACK

# Business Development Lead

## Background information

### About Visionary

Visionary is a membership organisation for local independent charities that support blind and partially sighted people across the UK. These independent local charities provide practical on the ground services for local people with sight loss. Bringing together a wealth of experience and expertise in the sector, Visionary acts as the collective voice for local organisations. We encourage and support sharing between organisations, make connections between people and organisations and support the development of services, strategies, partnerships and collaborations.

### Why we are recruiting

Thanks to a generous funding agreement from the Thomas Pocklington Trust, we are able to recruit to this new post which will both secure income for Visionary and enhance and develop what we can offer our members. To apply, please [complete the online form](https://www.tfaforms.com/4927659) by the closing date of **Friday 24 September, 5pm**.

### Our strategy

* **Connect –** Visionary is a connector to facilitate and encourage positive change and sharing of good practice across the sight loss sector.
* **Develop** – Visionary develops knowledge and creates opportunities in order that member organisations can enhance their organisational health.
* **Share** – Visionary shares information, ideas and opportunities between members and partners.

### Structure of Visionary

We like to think of ourselves as a small but perfectly formed team! We are a team made up of creative types, completer finishers, people who enjoy a good policy or two and people who love a beautiful diagram and a description with lots of adjectives.

What brings us together is shared values, respect for each other and the people and organisations we work with. We all want to make the world a better place and we have created a flexible structure which allows us to play to our strengths and be able to respond to a frequently changing external environment.

### Organisation chart

The organisation chart above has the Board of Trustees at the top and the CEO underneath reporting to the Board of Trustees. Under the CEO are the Partnerships & Innovation Lead, Business Development Lead and Communications & Events Lead. The Partnerships & Innovation Co-ordinator is under the Partnerships & Innovation Lead. The Communications & Events Co-ordinator is under the Communications & Events Lead.



## Job Description

**Position:** Business Development Lead

**Responsible to:** Chief Executive Officer

**Salary**: £33,000 pa

**Hours:** Full time (36 hours per week)

**Contract:** Permanent

**Location:** Home based

With a requirement of employment that the post holder be prepared to work at any additional or different locations as may be necessary. The role involves regular travel throughout the UK with overnight stays a necessity.

### Job Purpose

The main purpose of this and all Visionary roles, is to play an active and influential role in improving the community sight loss sector so that people living with sight loss have equality of opportunity, wherever they are in the UK.

Visionary is an agent for positive change within the sector and all roles are part of that. This role is responsible for seeking out, identifying and generating income for Visionary and our member organisations. It is also responsible for developing our offering for members in addition to member and partner relationship development and retention.

### Main duties and responsibilities

We are a responsive organisation and the needs of our members often change. Job descriptions and duties are therefore subject to change to allow us to do what our members need us to do. The following list is intended to give you an idea of key priorities for the coming strategic period. In particular you will:

#### Income Generation

* Identify opportunities to generate income for Visionary
* Identify opportunities to work alongside partners to generate income for Visionary and our members
* Pursue these opportunities
* Secure income for Visionary
* Secure income for Visionary together with our members (e.g. consortia bids)

#### Offering

* Create and maintain an exciting and ever evolving package of member benefits that will attract and retain members and partners
* Working alongside colleagues, develop our Visionary offering
* Build on existing relationships with corporate partners to develop our offering to members
* Create new relationships in order to develop offers which benefit our members

#### Members and Partners

* Retain current members and partners
* Seek out potential members and partners from the local and national sight loss sector

#### General

* Provide targeted support and advice to members
* Carry out annual visits with members – analyse the findings and make recommendations
* Assist with design, organisation and delivery of our events, sessions and annual conferences
* Attend and if necessary, facilitate, Visionary regional and country meetings

In addition, dependant on workload, you will have a remit for providing advice and signposting support to the UK wide membership with the following:

* Bid reviews
* Contracting
* Income generation
* Business development

And an internal Visionary remit for:

* ensuring that the Visionary Knowledge Hub is up to date and relevant with funding opportunities
* ensuring Team Visionary know and understand the member offering
* with colleagues - impact measurement
* with colleagues - outcome reporting
* with colleagues - analysis of Visionary’s activities
* making recommendations for change and improvement
* gathering and sharing good news stories
* participating in our generic information service

### Where this post fits within Team Visionary

We have a team approach to our work and how we deliver it. Everyone has a valid role to play which is respected and recognised. We play to our strengths and seek support with our weaknesses. You have a responsibility to yourself and your colleagues to do your job and to help your colleagues do theirs.

Within our team, you are the person who ensures we retain and nurture our existing membership and where appropriate, attracts new members. With the CEO, you assist with retaining and nurturing partner relationships.

You look for opportunities for Visionary to secure income on our own and with our members. You apply for these funds and make approaches. With the CEO, you develop our approach and our ask, utilising evidence of need provided by the team.

When we secure funds, you play a lead role in reporting back to our funders alongside our Communications and Events Lead. You ensure we have the necessary data to evidence our work and to do this, you make sure we have the systems in place to produce the qualitative and quantitative information we need.

You work with the Partnership and Innovations Lead to make sure we are gathering information on the lasting impact we create, and you work with the team to ensure that our ideas and connections can be recorded and analysed.

And it goes without saying (although we are saying it!) at all times, you will remain within the set budget and adhere to the boundaries we set.

### Reporting and Accountability

You will, as required, report to the CEO and where appropriate, to the Board of Trustees on all relevant activity. This will include supporting the Chief Executive in preparation of all relevant reports, including reports to our funders, board reports and financial reports.

You will be accountable for Visionary’s compliance with our own policies, procedures and quality standards and also any appropriate external regulatory requirements and standards and will ensure that policies and procedures are reviewed on a regular basis to provide fit for purpose guidance.

You are expected to contribute to the wider strategic development of the charity and be a role model in the demonstration of Visionary’s values and competencies.

### About You

#### What kind of person likes to work here?

First and foremost, you should have a desire for social change. You might not fully understand the importance of people with lived experience being in control of their own destiny – but you should want to find out why that is a good thing!

You will be someone who can create opportunity, who likes finding and raising money and although you are comfortable and confident being a sole fundraiser within a busy environment, you like working with others and sharing success. You will be comfortable operating without a back of house team and although you enjoy autonomy, you like being part of an accountable and trusted team.

If you are open to new ideas and feel comfortable with change then you are probably going to be ok. People who like the same routine every day are less likely to be happy.

Finally, we like to laugh. Quite often at each other, so this is no place for divas.

## Person Specification

### Knowledge and Skills

Essential:

* Thorough understanding of the not-for-profit sector and challenges local organisations face
* An experienced fundraiser with hands on experience of consortium bids
* Proven ability to develop effective and productive relationships
* Excellent communication skills, including written and presentation
* Excellent organisational skills with the ability to manage your own workload, work independently and achieve results

Desirable

* Knowledge of corporate social responsibility and how to tap into this
* Knowledge of the sight loss sector
* Knowledge and experience of working within a membership organisation

### Experience

Essential:

* Experience developing successful funding bids
* Track record of bringing organisations together to bid for funds
* Experience of monitoring and reporting to high value funders
* Experience managing and reporting on budgets
* Experience of creating, building on and nurturing partnerships and collaborative working relationships

Desirable

* Experience of developing member offers
* Experience of developing relationships with corporate partners to generate and secure offers

### Personal qualities

Essential:

* Commitment to Visionary’s values, mission and purpose
* Versatile and flexible - open to new ideas and comfortable with change
* Willing to listen, learn and adapt
* Open and honest
* Comfortable working independently and managing own workload across a range of priorities
* Creative
* Thoughtful
* Follows through / finisher completer
* Independent but part of a team
* Confident