



Business Development Manager

Do you want to help make a real difference to the lives of young people across the UK?

We believe that every young person should be able to fulfil their potential, regardless of their background. We support thousands of young people each year with personalised mentoring support, and we are looking to recruit a Business Development Manager to generate income, help spread the word about our work, grow our project portfolio, and reach thousands more.

About Brightside

Our work helps young people to succeed. We deliver online mentoring projects in partnership with universities, business and charities, giving young people access to support networks, online careers information and high-quality mentoring. We believe individuals are best equipped to make confident and informed decisions about their futures if they:

- Have hope and a growth mindset;
- Are confident and know their strengths;
- Can deal with difficulties in a positive way;
- Have knowledge and skills for the career they are interested in;
- Know who to turn to for advice and support.

We need to attract brilliant people to help us achieve our ambitious goal to increase the number of young people we support each year from 12,000 to 30,000 in the next three years. To do this, we need to explore and secure new partnerships, expand our work with universities and launch new products in the corporate market.

It's an exciting time to join Brightside. We are a fast-moving charity and we pride ourselves on our friendly, professional and supportive culture. We are proud that 100% of staff would recommend working for Brightside in our last four annual staff surveys. We embrace new ideas and celebrate the talent and contribution of all team members.

About the role

We are looking for an enthusiastic individual with three to five years' experience in generating income, preferably with experience of the higher education sector. You will play a crucial role in the team, reaching out to potential partners, building relationships, writing pitches and winning contracts. A confident communicator, you will have a solid understanding of the higher education sector and excellent research skills to seek out opportunities for new work. You will represent Brightside at events to help spread the word about our work and expand our networks. You will thrive in a fast-moving environment, working to tight timescales and ambitious targets.

The right candidate will be talented at translating our work into key messages, and will help review our website and written materials to make sure we are positively and proactively communicating our work to others. Passionate about supporting young people to achieve their potential, you will have an interest in and flair for income generation and marketing. Excellent interpersonal and communication skills are a must, and you'll need to be a stickler for detail and skilled at interpreting data.



Your responsibilities

Reporting to and working closely with the Deputy Chief Executive, you will be responsible for:

1. Generating income

Skilled at developing relationships with prospective partners, you will help to deliver against our income generation plan by:

- Researching prospects, funders and sponsors from the university, business and third sectors to identify potential partnership opportunities and prospects
- Working closely with our project team and key partners working on the National Collaborative Outreach Programme to secure ongoing partnerships as their contracts come to an end
- Reaching out to prospects by email and telephone
- Developing relationships with potential project partners
- Writing funding applications and proposals, developing engaging ways to describe our work
- Preparing and delivering pitches
- Representing Brightside at meetings, conferences and other events

2. Planning and reporting

You will support the development of strategies for income generation across a range of markets, and help with reporting by:

- Compiling regular reports on progress, using our database
- Monitoring pipeline and lead list
- Contributing to regular business development meetings and verbally reporting on progress
- Pulling together materials and reports for board meetings

3. New income streams

Working with the Deputy Chief Executive, you will:

- Contribute to the generation of ideas for new projects and add-ons to our existing products
- Gain feedback from beneficiaries on the impact of our work and areas in which we can improve
- Seek opportunities to pilot and transition products to become income generating

4. Marketing

You will work with the Head of External Affairs and Deputy Chief Executive to produce marketing materials, plans for disseminating the materials effectively, and to deliver against those plans.

Your development

You will be supported and challenged in this role. We are committed to the learning and development of colleagues. Your line manager will work with you to create a personal development plan which supports your growth.



About you

Our ideal candidate will have:

- 3-5 years' experience in successful income generation/business development/fundraising
- Experience of working with universities/the higher education sector, and an understanding of the widening participation agenda.
- Strong alignment to our mission
- Demonstrable understanding of the charity funding environment
- A great team working ethic
- Excellent communication, interpersonal and presentation skills
- Enthusiasm, energy and passion
- Excellent time and workload management skills
- A problem-solving approach
- Excellent attention to detail
- A willingness and drive to learn and develop
- Experience of working in teams and to deadlines
- A flair for developing positive relationships
- Persuasive writing skills
- A natural presentation style for a range of audiences
- A high level of IT literacy

We are especially interested in candidates who have knowledge or experience in:

- Mentoring, coaching or tutoring
- Social mobility policy
- Working directly with young people
- An understanding of the challenges facing schools
- The current widening access agenda in universities

Salary details

Salary: £30,000-£35,000. A higher salary may be available for an exceptional candidate.

Contract: permanent

Holiday allowance: 25 days per annum

Hours of work: 37.5 hours per week, Monday-Friday

Travel: travel outside of London will be necessary as we work across England

To apply

To apply for this role, please submit your CV and covering letter to:

Suzanne.maskrey@brightside.org.uk by midnight on 1st March 2018. First interviews will be held on 7th and 8th March and second interviews on 14th March.

Please Note: Due to the high volume of applications we receive, we are not able to respond to all applications personally, but you will be contacted directly should you be invited to interview.