



## Job Description

<b>Job Title:</b> Head of Business Development	<b>Reports to:</b> Director of Development
<b>Job Holder:</b> Vacant	<b>Directorate:</b> Development

### JOB PURPOSE:

To lead on business development, particularly income generation as part of the Development Team; in particular, fundraising from trusts and foundations, statutory bodies and corporates to complement the wider income generating activities of that team. This will include the research for, development and implementation of projects to meet areas of specific funder focus.

The role will have an initial focus on developing projects and programmes of work targeting key groups at-risk of developing gambling problems, identifying potential funding sources and applying to and securing funding for their delivery as part of a new Income Generation Strategy.

### ACCOUNTABILITY:

Reports to Director of Development  
Income targets

### RESPONSIBILITIES:

1. Support the Development Director in the development and implementation of an income generation strategy and business plan.
2. Lead on the mapping and prioritisation of potential funders and projects.
3. Lead on the writing of competitive tenders and bids identified as part of an income generation strategy.
4. Develop projects and programmes of work, targeting and winning funding to deliver them.
5. Liaise with potential funders to develop relationships and build support for projects we are fundraising for.
6. Leading on project implementation; developing the project from pilot to programme.
7. Review and monitor stakeholders – including industry, policy, media, competitors and funding bodies to identify risks and opportunities for income generation.
8. Develop external relationships with stakeholders and represent GamCare at conferences and seminars.
9. Support the Development team with the generation of saleable products for identified customer groups.
10. Be familiar with current research and statistics in the field of problem gambling and use this knowledge to supplement funding applications.
11. Provide support and guidance to other staff engaged in income generation, business development or fundraising activities.
12. Work closely with marketing and communications teams to support engagement with individual donors.

13. Act as an active member of the senior management team, contributing to the wider strategic development of the organisation.

*This is not an exhaustive list of duties and responsibilities and the post holder may be required to undertake other duties which fall within the grade of the post, in discussion with the Development Director.*

### **Person Specification: Knowledge, Skills, Experience**

#### ***Essential***

##### Experience:

- Experience of fundraising from Trusts and Foundations, public bodies and other sources
- Experience of competitive tender/bid writing
- Demonstrable success of significant income generation
- Experience of project management and establishing new projects/services
- Experience of presenting to conferences and working groups
- Experience of producing reports, presentations, and other materials for a range of audiences

##### Knowledge

- Knowledge of fundraising methodology.
- Knowledge of public funding structures and processes; who to target, when and how
- Understanding of project management methodology
- Knowledge of evaluation and monitoring techniques

##### Skills:

- Highly developed communication skills (oral and written) with the ability to tailor material to a wide range of audiences
- Ability to innovate and develop new projects and programmes
- Ability to analyse and interpret statistical and qualitative data
- Excellent report writing skills
- Advanced IT skills – MS Office (Word, Excel, Power point) and Outlook; experienced in the use of spreadsheets and databases, email, internet search engines, statistical packages (e.g. Excel).
- A versatile approach to managing a varied brief, working across teams and functions

##### Other:

- Must be prepared to travel throughout the UK as necessary and if required internationally.

#### ***Desirable***

- Fundraising qualification
- Experience of working with gambling addiction or in addictions more widely
- Experience in psychology/counselling or mental health provision

#### **SIGNATURES:**

**JOB HOLDER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**MANAGER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_