

## Recruitment pack: Business Development Manager

### 1. About GNWCAB

Glasgow North West Citizens Advice Bureau (GNWCAB) is an independent charity founded in 1981.

Our mission is to end poverty and inequality by ensuring that people from all backgrounds are empowered through access to advice and support that helps them affect positive change in their lives and the lives of those around them.

We specialise in providing free, impartial and confidential information and advice services on issues ranging from debt, benefits, and welfare rights to consumer rights, finances and budgeting support. The information and advice we give is compliant with standards set by the Scottish Government and our membership body, Citizens' Advice Scotland. Our services are available to everyone in our local communities, and we aim to make them as accessible as possible by promoting equality and diversity, and challenging discrimination.

We run drop-in advice sessions from our bureau premises at 1455 Maryhill Road, and we offer appointments for returning clients with complex cases. We also operate extensive outreach services, providing advice and information in local communities across North West Glasgow.

Our Bureau is one of the most progressive and dynamic advice and information services in the country. Our Bureau is made up of around 70% dedicated volunteers and supported with 22 staff members, and an experienced board of trustees. Collectively, the team has expertise in many areas relevant to our work, including welfare rights, debt and money advice, immigration and asylum, and languages.

### 2. About the job

GNWCAB's board of trustees are currently developing a business plan with our new CEO which will ensure the on-going delivery of vital advice and support services across our communities. The business plan focusses on refining our activities to meet the ever changing demands of our customers, and communicating with funders the added value that our organisation has to offer across a range of financial and social outcomes, having been embedded in the north-west Glasgow area for nearly 40 years.

The purpose of this role is to ensure that we are resourced to be able to deliver on new activities, to develop consistent messages across our stakeholders about our activities achievements and plans, and to work with the CEO to seek out new opportunities for development that supports our mission, vision and aims. The role will centre around three areas of the business plan:

- Fundraising strategy
- PR & marketing strategy
- Digital strategy

The candidate's success will be measured against milestones and KPI's set out in the business plan, and will focus on innovation and growth in output against a backdrop of financial pressures and increased demand for funding, therefore the role will be suited to a dynamic, forward thinking individual with the ability to influence others and promote our work within new and existing networks who can support our development over the coming years.

### 3. Scope & job description

Regular duties of the role will include but are not restricted to the following:

#### **Fundraising strategy**

- Contribute to and agree fundraising strategy based on business plan with CEO
- Manage our fundraising pipeline on an on-going basis identifying new opportunities for developments as they arise
- Write and submit high quality funding applications to identified trusts, foundations and patrons
- Work alongside CEO to respond to procurement opportunities as they arise
- Manage relationships with existing and new potential funders on an on-going basis
- Contribute to evaluation framework and support report writing processes with team coordinators
- Present information at events, conferences and other identified opportune events with colleagues to develop organisation's business and networks
- Deliver against fundraising KPI's – quantitative and qualitative
- Support development of our unrestricted fundraising strategy to ensure on-going financial health of organisation

#### **PR & marketing strategy**

- Contribute to and agree PR & marketing strategy with CEO
- Manage consistent messaging across our day to day marketing channels including website and social media
- Produce articles and press releases for publications and electronic media
- Support our team to develop innovative ways of reaching new clients and customers, and ensure consistent delivery of message
- Work alongside funders and partners including Citizens Advice Scotland and other Scottish bureaux to develop consistent marketing messages

#### **Digital strategy**

- Seek out opportunities for business development through digital channels and telephony in addition to our face to face advice services
- Work alongside CEO and Advice & Projects Manager to support the implementation of new channels for advice including video / web based advice resources and telephony
- Develop promotional materials and marketing for multi-channel services as they go live
- Liaise with our funders and partners including Citizens Advice Scotland and other Scottish bureaux to identify best practice and opportunities for joint working

#### **Line management**

- Manage and develop direct reports with relevant remits to the role within GNWCAB's support and development framework (reports to be confirmed but likely to include support staff with responsibility for outbound communications)

#### **General duties**

- Attend all required meetings, events and training required by GNWCAB
- Any other reasonable duties

#### 4. Terms and conditions

<b>Reporting to:</b>	Chief Executive
<b>Hours:</b>	35 hours per week, Monday – Friday with flexibility available
<b>Salary:</b>	c£30k
<b>Location:</b>	GNWCAB, 1455 Maryhill Road, Glasgow, G20 9JA
<b>Holidays:</b>	25 annual leave days plus 10 public holidays (office closures) per year
<b>Pension:</b>	6% employer’s contribution pension

#### 5. Person Specification

ESSENTIAL	DESIRABLE
At least 2 years’ experience in a business development / fundraising role in third sector	Educated to degree / SCQF 9 level or above in relevant discipline
Proven track record in generating income through trusts, foundations, donors and contracts / service level agreements	Knowledge of advice sector issues including welfare rights & financial inclusion
Excellent written and oral communication skills	Working knowledge of web design and CMS management (currently Craft 2.7.2.)
Excellent networking abilities and public presentation skills	Ability to create multi-year project budgets and knowledge of full cost recovery model
Ability to positively influence stakeholders and manage important relationships	Experience of line management / support and development
Experience of communications across a variety of mediums, including an excellent understanding of managing social media and digital platforms to convey key messages	Flexibility for travel across the country with some work away from home required from time to time (usually within Scotland)
Proficient working knowledge of simple content creation platforms including Canva, iMovie, and Photoshop	Experience in managing, or contributing to managing events including fundraisers and conferences
Excellent abilities across Microsoft office programmes	

#### 6. How to apply

Please send your current CV and a cover letter (no more than 3 A4 pages) outlining how your skills and experience match the job description, and how you meet the person specification by email to: [bureau@gnwcab.org.uk](mailto:bureau@gnwcab.org.uk) by 10am on Friday 25<sup>th</sup> October 2019.

Interviews will be held on w/b 4<sup>th</sup> November, with second interviews possible the following week.

If you wish to discuss any aspect of the role, please contact Rob Gallagher, CEO, on 07853 613 496 or email [rob.gallagher@gnwcab.org.uk](mailto:rob.gallagher@gnwcab.org.uk)

Further information about GNWCAB, including our 17/18 annual report, can be found on our website: [www.gnwcab.org.uk](http://www.gnwcab.org.uk)