



# Director of Business Development Role Profile

## Overview

As a member of Cornerstone's Senior Leadership Team (SLT) you will assist the CEO, Board of Directors and other colleagues in the development, implementation of the Strategic Plan to meet our Purpose. You will have overall responsibility for business development, fundraising, marketing and communications.

You will develop an organisational wide Development Strategy that provides clear direction and reflects both the organisation's areas of expertise and the sustainability of services.

Your main purpose is to plan, develop, promote and implement strategies to achieve business growth targets. You'll develop new business by identifying and developing business growth and diversification initiatives.

## **We need you to:**

- Achieve our strategic ambitions.
- Assist the Chief Executive, Board of Directors and other leadership team members in the overall direction, development and implementation of the Strategic Plan.
- Develop and lead Cornerstone's business development strategies and annual plans.
- Develop, implement and regulate strategies that deliver Cornerstone's Purpose, Vision and Values.
- Lead on business development in our Branches by working with Branch Leaders to create annual Branch business development strategies and associated business growth targets.
- Lead the tendering and frameworks processes in partnership with the Branch Leaders and Cornerstone Central Leads.
- Provide business development support and direction to Branch Leaders, Project Leaders and the Fundraising Team to help them achieve business development targets.
- Oversee national and regional fundraising strategies in collaboration with the Fundraising Lead and Branch Leaders and in line with the overall organisational strategy, purpose, vision and values.
- Oversee a planned engagement programme with corporate, community and individual contacts across Scotland, in collaboration with the Fundraising Lead and Branch Leaders
- Present tender submissions.
- Meet income generation targets through business development opportunities.
- Ensure that Cornerstone complies with external standards as required by the Fundraising Standards Board and OSCR.
- Develop new business ideas and undertake due diligence, market research etc. on any new business opportunities.
- Ensure that all business development, fundraising projects and activities are delivered within agreed timescales and budget.
- Oversee the finances of the fundraising function and ensure regular finance reports for the Board of Directors.
- Write and present reports to Cornerstone's Board of Directors, Resources Committee and external agencies.
- Work closely with our Fundraising Lead to ensure our Fundraising Team meet their fundraising targets and link fundraising activities with our business development goals.



# Director of Business Development Role Profile

- Work closely with our Marketing and Communications Lead and Team to ensure Cornerstone has robust and effective internal and external communications.
- Ensure there are effective marketing and communication plans to support campaigns and the raising of unrestricted funds.
- Ensure that there is clarity of the Cornerstone brand and that all relevant systems are in place to maximise brand awareness.
- Ensure that the organisation is compliant with relevant legal regulations and standards and that the policies are kept up to date to reflect any changes.
- Develop, coach and lead high performing teams.
- Work closely with your colleagues to ensure that we provide the highest level of expertise, advice and support to our colleagues.
- Ensure that Cornerstone has fundraising and administrative processes that are simple, effective and compliant with legal regulations and standards.
- Carry out any other duties relevant to the post.

## **Key ingredients of your role are to:**

### **People we support**

- Be passionate about the delivery of great care and support focussed on helping people to live the life they choose
- Use any expertise or knowledge you have to ensure the people we support receive exceptional care and support
- Maintain a clear focus in achieving our charitable purpose

### **People we employ**

- Communicate brilliantly with everyone
- Use your extensive leadership and coaching expertise to support your colleagues to reach their full potential
- Share your knowledge and expertise to maximise opportunities and create a motivated, proud and empowered culture
- Be welcoming and accessible to colleagues and take time to hear, see and recognise their contribution and points of view
- Build strong trusting relationships with colleagues, equipping them with skills and knowledge to enable them to make decisions with confidence
- Have a positive attitude, be excited about working in an empowered culture and always seek to solve problems and remove obstacles
- Encourage and support new ideas brought forward by your team and colleagues in the wider organisation



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## Partnerships

- Always promote the culture, ethos and purpose of Cornerstone
- Establish, develop and maintain strong relationships with colleagues, external contacts and stakeholders
- Nurture any external network that benefits the organisation and ultimately the people we support

## Culture

- Ensure Cornerstone's Values are embedded and reflected in all you do
- Create an environment where creativity and excellence thrive
- Be responsible for your own personal and professional development
- Use your pioneering spirit to inspire everyone around you

## Operating model

- Keep systems and processes as simple as possible to free up your colleagues to focus on what they need to do to make Cornerstone the first choice for care and support in Scotland
- Always trust that your colleagues will do the right thing and act in the best interests of the people Cornerstone supports

## Technology

- Effectively use and embrace technology to enhance the effectiveness of the service Cornerstone delivers
- Explore new technological opportunities that will compliment and enrich the service Cornerstone delivers
- Use your knowledge and expertise to maximise efficiency and customer satisfaction



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## Person Specification

It's desirable that you will have obtained at least one of the following, but we are more interested in your experience, your values and your attitude than we are your qualifications:

- Hons Degree, Graduate Diploma, Graduate Certificate or professional qualification in related discipline
- Masters Degree, Post Graduate Diploma, Post Graduate Certificate or SVQ5 in a related discipline and/or
- MBA Management qualification

## **We need you to bring:**

- Extensive proven experience of successfully leading a team at senior management level in an organisation of a similar size and complexity
- Proven experience of having a positive effect on a leadership team's functioning
- Proven experience of managing budgets and ensuring cost-effective spend
- An understanding of relevant statutory regulations and good practice
- Sound business skills such as planning, tender writing, analysis and reporting, networking and income generation
- Excellent verbal and written communication skills
- Ability to respond flexibly to emerging and changing circumstances
- Excellent planning, organising and time management skills
- An understanding of empowerment and coaching versus management and supervision
- An understanding of developing an empowering, self-organising workforce
- A caring and professional attitude
- A passion for organisational wide teamwork with experience of positive and constructive contribution
- A burning desire to always do your very best to ensure the people we support and their families receive the very highest quality of service

## **It would be great if you also have:**

- Experience of working within a coaching and mentoring culture
- Experience of working in the third/public sector
- Knowledge of the political and strategic environment as it relates to social care