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| Position: | SSF Enterprise Development Manager  |
| Hours: | Full time (35 hrs per week)Fixed-term contract for a period of one year initially, with possibility of extension |
| Salary: | £26828 – £32537 |
| Responsible to: | Head of Operations |
| Responsible for:  | N/A |
| Based: | Working from home initially, flexible thereafter. Travel to SSF’s Glasgow office base will be required. |

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| **Core Function:** |
| The Enterprise Development Manager will have responsibility for leading the development and implementation of new trading activities for the organisation. The successful candidate will play a key role in the diversification of funding streams across the organisation, leading and supporting the successful development of trading enterprise for the charity. This is a front facing role and you will be required to develop and nurture strategic partnerships and work closely with partners to generate unrestricted income.This work will involve close collaboration with the public, private, and third sectors. We are looking for someone with an understanding and experience of working across sectors, establishing relationships, and taking an innovative approach to income generation. You will work with staff, board members, volunteers, and partners to create a viable, vibrant, and valued enterprise development strategy that serves our purpose.This role will support and promote SSF’s strategic goals of Developing People, Improving Health and Wellbeing, and Strengthening Communities.Main duties:* Increase trading income – taking existing products to new markets, and working with the Senior Team to develop new products for existing markets
* Lead on developing relationships, this is a key front facing role
* Identify and follow up key prospects to buy SSF products
* Establish and cultivate potential partnerships: third sector, public, corporate and sponsorship opportunities
* Relationship management utilising CRM system
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| **Duties:** |
| **People**  |
| 1. Contribute to staff training and development and dissemination of learning around, strategic partnership building, including preparing professional pitches and bids
2. Include young people in enterprise development strategy where appropriate
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| **Partnerships** |
| 1. Establish and maintain relationships with third sector, public agency partners, and corporates
2. Build customer relationships digitally and face-to-face to increase trading
3. Lead on engaging with Heads of Education in local authorities where SSF are on PEF frameworks
4. Work closely with Senior and Operations teams, to develop and implement enterprise and marketing plan related to social enterprise
5. Always work closely with SSF colleagues and being a positive example of effective team working emulating SSF values and follow up on enterprise leads
6. Follow up on corporate relationship opportunities (for example match funding, sponsorship, bespoke delivery)
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| **Product Development**  |
| 1. Work with Head of People and Programmes on programme development related to income generation
2. Identify opportunities for product development to meet needs of customers
3. Work with managers to develop new products to existing markets
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| **Service Delivery** |
| 1. Responsible, with Head of People and Programmes, to appropriately resource enterprise activities to ensure no impact on funded service delivery
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| **Infrastructure**  |
| 1. CRM implementation – maximise use and development of contact solution, responsible for supporting staff to maximise use of Odoo CRM system
2. Maintain awareness of risks, changes and opportunities in the external environment that affect the organisation
3. Provide guidance to the Board of Trustees, when required, and to support the development of the enterprise development plans of the organisation
4. Attend and contribute to regular Operations meetings and attend any board meetings upon request.
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| **Marketing**  |
| 1. Work with the Marketing and Fundraising Manager to build on and implement SSF’s marketing plan to proactively build a customer base for products and services including profile raising activities through social media and website
2. Analyse followers on social media to target prospective customers who follow us but do not currently pay for our services
3. Gather customer information and relationship building with these organisations
4. Regular social media content creation support and shared across all SSF platforms (Facebook, Twitter, Instagram, Linked In)
5. Have an @ssf twitter account
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| **Business Development**  |
| 1. Contribute to the implementation of the organisation’s Strategy and Business Plan, including marketing, communications, fundraising, and enterprise development plans, in conjunction with Senior Leadership and Operations teams
2. Diversity of funding streams, by building on the key areas that SSF can trade in or generate income from out with grant funding, including:
	1. Training and Development
	2. Buying in our programmes
	3. Corporate sponsorship and fundraising
3. Identify potential contracts in line with the organisations mission and vision and make such bids – commissioned, tenders, procurement.
4. Seek new opportunities in innovating and developing services for SSF
5. Identify and contact potential corporate sponsors informing them of the benefits of the projects and the benefits to them of sponsoring/getting involved in the project or specific events.
6. Participate in appraisal and supervision, attend internal team meetings, including those of the Board and its Subgroups as requested and attend any training identified as relevant.
7. Ensure that confidentiality is always maintained working within the policies of the organisation
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| **Funding**  |
| 1. Work closely with Head of Finance, implementing a full cost-plus recovery model for enterprise development
2. Responsible for budget creation, monitoring and management of financial results related to enterprise development, social enterprise and income generation services responsible for
3. Responsible for delivery on targets set in business plan for income generation
4. Utilise SSF financial systems Sage 50 / Xero and excel
5. Utilise online fundraising tools (such as JustGiving and donr for text donate)
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**Person Specification**

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|  | **Essential/Desirable** |
| Passion for SSF’s mission and values  | E |
| Proven experience of developing relationships with both customers and partners | E |
| Experience of developing social enterprise and trading within the third sector | E |
| Experience including marketing, selling and negotiation | E |
| Experience of costing services/products, developing full cost-plus recovery for enterprise activity or products and services | D |
| Experience of securing corporate support and sponsorship | D |
| Experience of product / service development and innovation | E |
| Excellent interpersonal, leadership and teamwork skills | E |
| Excellent organisational skills. Highly organised with an ability to manage projects and resources | E |
| Experience of financial planning, monitoring, and controlling budgets | E |
| Experience and aptitude for working in a fast-paced environment | E |
| Excellent IT skills, including use of Microsoft Office packages | E |
| Ability to work autonomously and as part of a team with differing responsibilities and workloads | E |
| A relevant professional or academic qualification | D |