

JOB PROFILE			
JOB INFORMATION			
Job Profile Name	Business Development Manager	Location	Glasgow
Supervises ≥ 1 direct report	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Position reports to	Chief Executive
Date Created	June 2022	Overtime Eligible	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PURPOSE OF THE ROLE			
Reporting to the Chief Executive, this role will support the CEO on the development, execution and evaluation of the organisational growth strategy, helping Indigo realise its fullest potential in relation to existing services, new and developing services and the brand reputation, all in alignment with the culture and values of the organisation. The role works collaboratively with the Senior Managers, strengthening relationships with existing and potential customers, stakeholders and funders.			
KPI MEASURES			
Income v last year and plan; Surplus v last year and plan; Number of clients and visitors to the sites ; New Services, Social Media KPI's and grant income.			
STRATEGIC DUTIES AND RESPONSIBILITIES			
<ul style="list-style-type: none"> To lead on the marketing and promotion of Indigo the brand and it's individual services To strengthen the marketing, communication and engagement with the widest group of stakeholders through maximising the Indigo Brand digital presence. To maximise the income generation of the organisation through a range of additional sources of income such as , Trusts and sponsorship opportunities. To enable operational staff to utilise resources most effectively by maximising business process efficiency. To lead on project management of new and developing systems and services To ensure effective reporting on business development function. 			
MARKETING AND PROMOTION			
<ul style="list-style-type: none"> To develop marketing and promotional campaigns to maximise occupancy and income generation, tailored to individual services. To oversee the Indigo brand development. To lead on promotion and market research of new services. To lead on recruitment promotions and event. To support practitioner teams in the layout and design of promotional information, communication and videos. To co-ordinate development and production of relevant promotional materials as appropriate To ensure maximum return on marketing and promotional spend. 			
FUNDING			
<ul style="list-style-type: none"> To set up, deliver and evaluate an annual fundraising action plan as a result of consultation with the senior team. To contribute to setting and achieving income targets, setting up effective systems to monitor and report on progress. To identify additional sources of funding that will add value to Indigo's existing work or support the development of new work. To manage relationships with funders as appropriate To lead on the development of funding applications and income generating proposals, working collaboratively with practice specialists. To establish and deliver on effective systems to monitor grant delivery and reporting To explore and deliver on opportunities for appropriate sponsorship partners and manage relationships. 			

DIGITAL PRESENCE

- To lead on the ongoing development and delivery of Indigo's online presence through proactive leadership of social media channels and website presence.
- Lead on management of social media presence using Hootsuite or equivalent
- Creating promotional and social content using Canva and i-movie or equivalents
- Ongoing website development, maintenance and SEO, regular testing and ensuring site consistently meets with current regulatory standards using Wix.

BUSINESS EFFICIENCY

- To champion business process improvement, being alert to opportunities to automate manual systems, improve data management, analysis and communications, and general business process improvement.
- Where opportunities for improvement are identified, to work with service leads to implement change with smooth transition, minimum disruption to day to day business and within budget in particular in maximising the conversion of manual and paper based systems to online automated solutions.
- To lead on oversight and management of BreatheHR and Family data management systems ensuring optimum uptake and engagement levels.
- All of the above should be delivered using planned, collaborative change processes.
- To establish systems to monitor record and analyse Indigo's Social Impact Value.
- To provide senior team with relevant social impact data that will enable ongoing service improvement.
- To establish a bank of data that will provide strong evidence for funding applications, proposals and potential sponsors.

PROJECT MANAGEMENT

- New service/project research and development.
- Be alert to the market and support the CEO in maintaining Indigo's creative and innovative reputation.
- Research potential new business channels in alignment with strategy and organisational values to maintain the leading edge.
- To work with service leads to identify and support projects that will enable services to deliver on strategic objectives.

Community Engagement

- To create and lead on the ongoing development of a local stakeholder map which outlines Indigo's priorities in relation to stakeholders and clearly represents our relationships and value within the community including with local elected members.
- Establishing, developing and maintain relationships with community stakeholders to support the delivery of our strategic objectives.
- Identify ways to collaborate with other organisations across the community in order to maximise the positive outcomes for families and services.
- Identify ways that our work can support stakeholders to achieve their goals and lead on engagement to take that forward.
- Identify local opportunities to support our work.

REPORTS

- The production and delivery of progress reports and analysis of progress on each of the above areas for Board, CEO, Management Team and where appropriate wider staff team and/or employee engagement team.
- Leading on the measurement, recording and reporting of customer and colleague satisfaction and social impact of the organisation.

EXPERIENCE		
Education Required	<ul style="list-style-type: none"> • Graduate calibre, with experience in business development and marketing management across all channels. • Recognised qualification in Business with specialism in Sales/Marketing or digital 	
Experience & Background	<ul style="list-style-type: none"> • Previous experience working in a third sector organisation ideally. • Experience of fundraising in a variety of forms including trusts, sponsorship and procurement. • Strong grasp of digital and social marketing and promotion • Marketing experience online, social media channels, print, media and relationships • Computer literate with commonly used office software and especially digital resources such as Canva, iMovie, Hootsuite and Wix. • Strong relationship building skills • Experience of using internal and external data to inform future projects, grants and service development. • A clear understanding and proven background in managing complex and concurrent multiple marketing campaigns and measuring success • Managing budgets and monitoring strong return on investment • Brand management experience • Excellent writing and proof reading skills • Project Management experience and able to multi-task across several projects • Experience in delivering presentations to a range of audiences • Experience of selling to public sector • Full clean driving licence 	
Behavioural Competencies	Strategic mindset	Anticipates future trends and implications accurately. Readily poses future scenarios. Articulates credible picture and vision of possibilities that will create sustainable value. Creates competitive and breakthrough strategies that show a clear connection between vision and action.
	Drives vision and purpose	Talks about future possibilities in a positive way. Creates milestones and symbols to rally support behind the vision. Articulates the vision in a way that everyone can relate to. Creates organisation-wide energy and optimism for the future. Shows personal commitment to the vision.
	Demonstrates self-awareness	Reflects on activities and impact on others. Proactively seeks feedback without being defensive. Is open to criticism and talking about shortcomings. Admits mistakes and gains insight from experiences. Knows strengths, weaknesses, opportunities and limits.
	Instils trust	Follows through on commitments. Is seen as direct and truthful. Keeps confidences. Practice what they preach. Shows consistency between words and action.
	Builds networks	Builds strong formal and informal networks. Maintains relationships across a variety of functions and locations. Draws upon multiple relationships to exchange ideas, resources and know-how.

	Ensures Accountability	Follows through on commitments and makes sure others do the same. Acts with a clear sense of ownership. Takes personal responsibility for decisions, actions and failures. Establishes clear responsibilities and processes for monitoring work and measuring results. Designs feedback loops into work.
	Customer focus	Gains insights into customer needs. Identifies opportunities that benefit the customer. Builds and delivers solutions that meet customer expectations. Establishes and maintains effective customer relationships.
	Values differences	Seeks to understand different perspectives and cultures. Contributes to a work climate where differences are valued and supported. Applies others' diverse experiences, styles, backgrounds and perspectives to get results. Is sensitive to cultural norms, expectations and ways of communicating.