

OXPIP Business Development Manager

Job Description

Introduction

Oxford Parent-Infant Project (OXPIP) is a nationally regarded charity providing free parent-infant psychotherapy to support the developing relationship between parents and their forthcoming or new baby.

We have a team of employed and freelance specialist psychotherapists who work collaboratively and therapeutically with parents experiencing difficulties relating with their baby. This team are supported by our CEO and by our operations team, comprising an Operations Manager, Finance and Training Officer and Administrator.

Our work is funded from a variety of sources including grants from trusts and foundations, major donors and regular givers, community fundraising and income from training, clinical supervision and clinical and strategic consultancy. We are looking for a Business Development Manager to identify and develop prospects for fundraising and training income. At OXPIP, relationships really matter so we're looking for someone to ensure we build and sustain relationships with supporters, funders, donors and training commissioners.

This is a senior leadership team role reporting directly to the CEO. The role description is comprehensive and we are looking for someone who can prioritise well in line with our organisational goals.

Safeguarding

OXPIP is fully committed to safeguarding and protecting the welfare of all children and taking all reasonable steps to promote safe practice and protect children from harm, abuse and neglect. OXPIP recognises its duty of care to safeguard children as detailed under the Children Acts' 1989 and 2004 and Working Together to Safeguard Children 2015. OXPIP acknowledges its duty to act appropriately with regards to any allegations towards anyone working on its behalf, or towards any disclosures or suspicion of abuse. OXPIP supports and adheres to the United Nations Convention on the Rights of A Child (UNCRC).

OXPIP believes that:

- The welfare of all children and young people is paramount. We treat infants as individuals entitled to dignity and respect.
- Every child has the right to equal protection from harm or abuse.
- Some children are additionally vulnerable because of the impact of previous experiences, their level of dependency, communication needs or other issues.
- Working in partnership with children, their parents, carers and other agencies is essential in promoting young people's welfare.
- We are all responsible for raising awareness of best practice.
- Safety is the responsibility of all members of OXPIP.

We adopt and apply safer recruitment practices for all staff, trustees and volunteers. Please refer to OXPIP's Safeguarding Policies for more details by clicking [here](#).

Equality and Diversity

OXPIP is committed to eliminating prejudice and discrimination in all its work, including in recruiting, promoting and developing staff. We are committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all staff and job applicants. We aim to create a working environment in which all individuals are able to make best use of their skills, free from prejudice, discrimination or harassment, and in which all decisions are based on merit. OXPIP will recruit the person who best matches the requirements of a vacant post.

Please refer to OXPIP's Employment and Diversity Policy for more details by clicking [here](#).

Role Title:	Business Development Manager
Location:	Oxfordshire. We support hybrid working.
Responsible to:	CEO
Liaison with:	Within OXPIP: • CEO and Senior Leadership Team • OXPIP operations and clinical colleagues • Trustees • Freelance trainers, supervisors and consultants Outside OXPIP: • Supporters, funders, donors • Commissioners and customers • Accountant/book-keeper • Relevant voluntary and private sector organisations and networks • Government and other public sector organisations
Main Purpose of the Role:	The purpose of this role is to generate income by developing and maintaining external relationships in our fundraising activities and traded services. This will encompass fundraising, stewardship and the development and promotion of our traded services (these are training, clinical assessment and/or therapy, clinical consultation, supervision, and strategic consultancy). You will lead on managing and developing our portfolio of supporters, donors and funders, and developing and promoting our traded services offer to meet audience needs.

Summary of Responsibilities:	1. To work with the CEO to develop, implement and monitor a fundraising strategy, set and monitor annual income targets for fundraising and traded services, ensuring activities are aligned with financial sustainability goals. 2. To identify new prospects for fundraising and traded services income, develop those which best fit our strategy, and manage the processes of application/tendering and contracting 3. To identify and analyse key external audiences and their needs, and to develop our fundraising and traded services propositions to meet those needs 4. To promote our work and its impact to key audiences: working closely with our Clinical and Training Specialist and Operations Manager, providing content for our internal and external communications which promotes income from fundraising and traded services 5. To lead on stewardship by a. building and maintaining your own relationships with supporters, funders and donors and supporting the CEO to do the same b. developing and managing relationships with corporate partners and local businesses to secure sponsorships, CSR partnerships, and in-kind support c. ensuring we provide an excellent (but not intrusive) donor experience which communicates the impact of the work they fund and inspires their continued support d. managing donor data and working with others to ensure our CRM system is fit for purpose and used to best effect 6. To lead on tendering, quoting, pricing and contracting and to support colleagues to manage and deliver contracts regarding our traded services. 7. To work closely with the Operations Manager to create, plan and deliver fundraising events. 8. To create and manage financial tracking processes, working closely with our internal and external operations, finance and training colleagues 9. To participate in the Senior Leadership Team, providing expertise regarding income development, participating in collective responsibilities for strategic development, management, decision making, performance, culture and sustainability. This requires collaboration, good communication, the building of trust, and ensuring individual leadership serves OXPIP's mission.
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Role description	1. Working with the CEO to develop, implement and monitor a fundraising strategy. This includes working with the CEO to appraise our current fundraising activity, evaluate options, set priorities, create and implement action plans. 2. To identify new prospects for fundraising and traded services income, develop those which best fit our strategy, and manage the processes of application/tendering and contracting. These include trusts and foundations, major donors, corporates, regular givers, community fundraisers and legacy donors, training commissioners and public sector partnerships. This work includes desk-based research, attending online and in-person networking and information events, and completing funders' eligibility processes. You will be responsible for partial and/or full completion of funding applications for approval by the CEO and for managing timely applications and reporting to grant-funders and major donors. 3. To identify and analyse key external audiences and their needs, and to develop our fundraising and traded services propositions to meet those needs. This includes desk-based research, developing, implementing and analysing surveys and other market research approaches, analysing feedback, making recommendations and supporting their implementation. 4. To promote our work and its impact to key audiences: working closely with our Clinical and Training Specialist and Operations Manager, providing content for our internal and external communications which promotes income from fundraising and traded services. This means ensuring we are effectively communicating about our work and its impact, including our traded services, with key prospects, writing content for newsletters, developing and implementing digital fundraising campaigns, working with colleagues to enhance online donor engagement through social media, email marketing, and website content, and other internal and external comms. 5. To lead on stewardship by a. building and maintaining your own relationships with supporters, funders and donors and supporting the CEO to do the same b. developing and managing relationships with corporate partners and local businesses to secure sponsorships, CSR partnerships, and in-kind support c. ensuring we provide an excellent (but not intrusive) donor experience which communicates the impact of the work they fund and inspires their continued support. This includes mapping the donor journey, identifying and implementing improvements, seeking and acting on donor feedback. d. Managing donor data and working with others to ensure our CRM system is fit for purpose and used to best effect 6. To lead on tendering, quoting, pricing and contracting and to support colleagues to manage and deliver contracts regarding our traded services. This involves scoping tender opportunities. You will be our main contact for traded services commissioners, leading on application/tendering, quoting and pricing and contract development up until the point at which contracts are signed. Contract delivery responsibility then passes to operations, clinical,
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	training and freelance colleagues, but you will continue to be part of the team that ensures excellent customer experience. This includes collaborating with clinical and training teams to refine service offers, develop promotional materials, and align delivery capacity with demand. 7. To work closely with the Operations Manager to create, plan and deliver fundraising events. 8. To create and manage financial tracking processes, working closely with our internal and external operations, finance and training colleagues. This includes creating effective tools to communicate our income position to the Senior Leadership Team and Trustees. Occasional attendance at Trustee meetings. 9. To participate in the Senior Leadership Team, providing expertise regarding income development, participating in collective responsibilities for strategic development, management, decision making, performance, culture and sustainability. Ensuring OXPIP meets all its safeguarding, corporate, legal and charitable requirements. This includes ensuring all fundraising activities comply with Fundraising Regulator standards, data protection legislation, and the charity's ethical fundraising policy. These responsibilities require collaboration, good communication, the building of trust, and ensuring individual leadership serves OXPIP's mission. 10. General: support for fundraising activities such as promotion of and participation in fundraising events. Acting as an ambassador by representing OXPIP and our work well. Keeping abreast of trends and innovations in fundraising, philanthropy, and traded income to identify new opportunities for growth. 11. Other duties closely aligned with this job purpose.
Key features of conditions of employment:	• This role is offered on a flexible, annualised hours basis to allow for term-time only working on request: 780 hours during one calendar year (equal to 0.2FTE). • This role requires in person attendance at our face-to-face team meeting at 9am in Kidlington one Wednesday per month. • Full-time equivalent salary £34,130 per annum (for a 37.5 hr/week post) On a pro rata basis for 0.2FTE, salary of £13,652 • Annual leave 30 days per annum pro rata + statutory holidays pro rata • Pension, employer contribution 6% • Contracted base of employment will be OXPIP office in Kidlington. We support hybrid working but • Mandatory training and other CPD opportunities are provided.

Person Specification – Business Development Manager

Requirements	Essential / Desirable	Method of Assessment
Qualifications		
Educated to A Level standard or equivalent	Essential	Application
Educated to degree standard or equivalent	Desirable	Application
Experience		
Minimum of 2 years' full-time (or equivalent) experience of income generation e.g. through fundraising, delivering commissioned services or sales	Essential	Application/Interview
Experience of writing and implementing strategy	Desirable	Application/Interview
Experience of working with charitable donors, trusts and foundations	Desirable	Application
Experience of charity donor acquisition and stewardship	Essential	Application/Interview
Experience of scoping fundraising/tender opportunities and managing tender/funding application processes	Essential	Application/Interview
Experience of writing reports for project sponsors, funders, business leaders or equivalent	Essential	Application/Interview
Experience of writing, negotiating and/or managing contracts or grant agreements	Essential	Application/Interview
Experience of audience insight work or market research	Desirable	Application/Interview
Experience of writing and disseminating surveys and analysing the survey data	Desirable	Application/Interview
Experience of organising training or trainers	Essential	Application/Interview
Experience of organising fundraising events	Desirable	Application
Experience of working in the charity or community sector	Desirable	Application/Interview
Experience of managing people	Desirable	Application

Requirements	Essential / Desirable	Method of Assessment
Experience of doing a senior leadership role	Desirable	Application/Interview
Experience of working with freelancers	Desirable	Application/Interview
Experience of collecting, analysing and using data to make decisions	Desirable	Application/Interview
Experience of creating comms content (e.g. campaigns, newsletters, social media)	Desirable	Application/Interview
Experience of CRM systems	Desirable	Application
Knowledge		
Knowledge of national fundraising standards, code of practice and quality indicators	Essential	Application/Interview
Knowledge of confidentiality and information governance	Essential	Application/Interview
Knowledge about how to develop prospects, including individual, corporate and legacy givers	Essential	Application/Interview
Understanding of infant mental health and parent-infant relationships	Desirable	Application/Interview
Understanding of safeguarding responsibilities	Desirable	Application/Interview
Skills and abilities		
Proficiency working with CRM systems, MS Excel, Teams and Word	Essential	Application/ Interview
The ability to prioritise and sequence/schedule tasks to maintain work-life balance and manage stress	Essential	Application/ Interview
Event management or training organisation skills	Essential	Application/ Interview
Proficient at creating and running income-generation campaigns	Essential	Application/ Interview
Writing engaging material aimed at prospects including funders, donors and training commissioners	Essential	Application/ Interview

Requirements	Essential / Desirable	Method of Assessment
Ability to work independently using own initiative	Essential	Application/ Interview
The ability to identify and communicate risk	Essential	Application/ Interview
Strong relationships building skills	Essential	Application/ Interview
Strong written and verbal communication skills	Essential	Application/ Interview
Comfortable working from home and in an office environment	Essential	Application/ Interview
Personal qualities		
Friendly, diplomatic, well-organised, appropriately assertive	Essential	Application/ Interview
The ability to collaborate well, build trust, communicate openly	Essential	Application/ Interview
Motivated to provide excellent customer experience	Essential	Application/ Interview
Lots of initiative and the ability to work independently	Essential	Application/ Interview
Empathic; sensitive to the needs and communications of others, able to put yourself in someone else's shoes	Essential	Application/ Interview
Able to engage in respectful debate and discussion, and to use appropriate conflict resolution skills	Essential	Application/ Interview
Self-awareness of strengths and development needs	Essential	Application/ Interview
Other		
Full, valid driving licence	Desirable	Application
Can provide own transportation	Desirable	Application
Able to travel to satellite areas around Oxfordshire and to off-site meetings when necessary	Essential	Application
Able to work effectively as part of a team	Essential	Application/Interview
Ability to work flexibly, with pragmatism and creativity	Essential	Application/Interview

Requirements	Essential / Desirable	Method of Assessment
The capacity to attend occasional evening or weekend commitments on request	Essential	Application