**Recruitment pack: Business Development Manager**

1. **About GNWCAB**

Glasgow North West Citizens Advice Bureau (GNWCAB) is an independent charity founded in1981.

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, energy and immigration as examples. We are accredited to Scottish National Standards in Information and Advice Giving and all 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 offer client led multi-channel advice and provide true channel choice as clients can access the support they need in person at our bureau premises at 1455 Maryhill Road or via phone, email and webchat. We also operate extensive outreach services in community locations, GP surgeries and schools, 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. We proudly deliver a combination of local, Glasgow wide and national projects in partnership with charitable, statutory and corporate organisations. Our Bureau is made up of dedicated volunteers, 28 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.

1. **About the job**

GNWCAB benefits from an excellent reputation in driving change and improving the lives of local people and we are looking for someone to join our motivated team who can work in a fast paced, ever changing environment where no two days are the same. We pride ourselves in getting things done and would welcome a colleague with a similar mindset.

GNWCAB’s board of trustees are currently developing a new business plan with our 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 over 40 years.

The purpose of this role is to:

* Ensure that we are resourced to be able to sustain existing funding and deliver on new activities
* Seek out new opportunities for funding and development that supports our mission, vision and aims
* Promote the CAB service across our stakeholders highlighting our activities achievements and plans.

The role will focus on innovation and sustainability 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.

1. **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 in line with strategic goals of GNWCAB
* Write and submit high quality funding applications and procurement bids
* Manage relationships with existing and new potential funders on an on-going basis
* Maintain relationships with stakeholders
* Contribute to evaluation framework and support report writing processes with operations team
* 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
* Liaise with our funders and partners including Citizens Advice Scotland and other Scottish bureaux to identify best practice and opportunities for joint working

**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
* Develop promotional and marketing materials
* Prepare the annual report in conjunction with operations team
* Represent GNWCAB at external meetings, promoting the work of the service

**Project management**

* In collaboration with operational team, design and implement new projects
* Ensure projects fully meet their funding deliverables
* Manage and develop direct reports within GNWCAB’s support and development framework
* Prepare reports highlighting the work of the service in line with funding requirements

**General duties**

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

1. **Terms and conditions**

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| **Reporting to:** | CEO |
| **Hours:** | 32 hours per week, 4 day working week, hybrid working, active flexible working policy  Some evening and weekend working required occasionally |
| **Salary:** | **£28,000 to £32,000** |
| **Location:** | GNWCAB, 1455 Maryhill Road, Glasgow, G20 9JA |
| **Holidays:** | 25 annual leave days plus 10 public holidays (office closures) per year |
| **Pension**: | 6% employer’s contribution pension |

1. **Person Specification**

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| **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 | Experience in managing, or contributing to managing events including fundraisers and conferences |
| 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 communications across a variety of mediums, including an excellent understanding of managing social media and digital platforms to convey key messages |  |
| Proficient working knowledge of simple content creation platforms including Canva, iMovie, and Photoshop |  |
| Excellent abilities across Microsoft office programmes |  |
| Experience of line management / support and development |  |
| Experience of project design and implementation |  |

1. **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: [alana.forsyth@gnwcab.org.uk](mailto:alana.forsyth@gnwcab.org.uk) by **5pm on Thursday 18th May 2023.**

Interviews will be held on w/b 22nd May, with second interviews possible the following week. If you wish to discuss any aspect of the role, please contact Alana Forsyth, CEO, on 07990975339 or email [alana.forsyth@gnwcab.org.uk](mailto:alana.forsyth@gnwcab.org.uk)