

**Job Description**

**Director of Income Generation**

**Responsible to:** Chief Executive Officer

**Hours:** 37 per week

**Location:** TBC – flexible

**Main purpose of job:**

* At a strategic level this role is responsible for leading on all aspects of fundraising, commercial engagement, and new business opportunities. Providing strategic leadership and management of the growth and commercial strategy and wider fundraising opportunities available to Age UK West Sussex Brighton and Hove (AUKWSBH).
* Responsibility for driving up income/profit and customer numbers in line with the organisational Commercial & Growth Strategy.
* Key services include:
	+ Fundraising – trusts/foundations and individual giving (including legacies)
	+ Corporate fundraising
	+ Employer engagement
	+ New business opportunities
	+ Catering business development
	+ Health and fitness business
	+ Membership/subscriptions
	+ Building based opportunities
* Lead on the further integration and merger of the Sales, fundraising and Commercial functions to maximise resources and impact AUKWSBH.

**Main responsibilities**

**Income Generation**

1. Designing and delivering the Commercial and Growth Strategy, establishing a delivery plan to hit these targets with a specific emphasis on engagement with key funders and employers.
2. Develop processes and systems to enhance delivery and customer service – this includes a focus on paid for services (e.g. membership schemes etc), sign ups, financial viability of projects and customer journey.
3. Lead responsibility for establishing a second brand and working with SLT to identify and develop new income streams.
4. Work with Central IT Services to establish and embed a CRM system within the team and establish a holistic approach to account management of our funders and income opportunities
5. Lead and embed the execution of a sales/fundraising cycle, from prospecting and qualifying leads, to coordinating sales activities and required resources for solution development, negotiating, contracts and closing.
6. Set revenue targets for and present regular reports on sales volume, pipeline and areas of proposed customer expansion.
7. Review of products and pricing to create a value proposition.

**Strategy**

1. Act as a spokesperson for the Charity and represent the Charity locally and nationally in media and externally at meetings, committees etc
2. Provide Strategic insight and vision both externally and internally as part of the senior leadership team.
3. To be the brand and reputation custodian of the Charity – establish a new approach to services and opportunities developing the Charity’s reputation and brand on a local, regional, and national stage and new business to position the charity as the provider of choice for clients and funders.
4. Provide strategic insight and foresight to ensure the development of new opportunities

**Leadership**

1. Lead and direct the newly merged Fundraising, Commercial and new business team providing leadership, coaching and setting priorities and targets.
2. Oversight of team budgets and budget planning.
3. Liaise closely with the Charity’s services and Leadership teams, to ensure effective delivery, product development and account management – this will include input into service reviews and planning.
4. Create organisational enthusiasm for the promotion of services and new opportunities.

**Bid Writing and Market Research**

1. Lead the team in their approach to sourcing new business/funding opportunities through bids and tenders.
2. Keep up to date market information and competitive intelligence in target sectors/markets.
3. Ensure quality submissions
4. Carrying out any other duties as required; which are consistent with the duties and responsibilities of the post.

**Scope of job description**

This job description reflects the immediate requirements and responsibilities of the job. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the post holder.

**Key Performance Indicators**

* Financial achievement
* Client Numbers
* Customer Feedback
* Professional development of team members
* Brand awareness.

**Key contacts and relationships**

Chief Operating Officer, the Director of Partnerships and Localities, Head of Finance and other members of SLT.

Engagement with all delivery functions is fundamental to the role. External relationships will be developed and maintained with external stakeholders and partners.

**Equality and diversity**

AUKWSBH is committed to promoting equality, diversity and inclusion both via its policies and practices. It is essential that the post holder makes a positive contribution to their promotion and implementation.

**Person specification:**

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| **Essential** | **Desirable** |
| Proven ability to think strategically, with experience of turning organisational objective into workable plans and programmes |  |
| An understanding of, and interest in older people, their situations and the opportunities they may want and/or need |    |
| Excellent communication and leadership skills:* ability to manage and motivate people towards achieving defined outcomes
* engaging and effective in driving process
* adept at presentations, facilitation and training
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| Experience of property management  |  Experience of property development |
| Proven experience of managing a fundraising team. |   |
| Excellent computer skills including using main Microsoft packages as well as experience with project frameworks and systems |   |
| Proven selling/cross selling skills |   |
| Understands customer segmentation & how to interact with identified target audience in a compelling way |   |
| Experience of developing suitable market research and testing plans |   |
| Understands various business models and service concepts |   |
| Sound understanding of project management lifecycles, processes and practices including associated governance |   |
| Effective influencer and negotiator with experience of stakeholder and client relationship management |   |
| Experience of funding, procuring, contracting and financial processes |   |
| Experience of working with high-net worth individuals and corporates |   |
| Ability to travel to various locations including other AUKWSBH sites |  |