

Age Cymru **Role Description**

Job Title: Business Development and Income Generation Manager

Location: Cardiff (/hybrid)

Contractual Status of Role: 35 hours per week

Job Title of Line Manager: Chief Executive

Job Purpose

Supporting Age Cymru to achieve its strategic vision and mission by generating income required to deliver the core activity and development through trusts and foundations, companies, partnership development and other activity.

Main Duties and Responsibilities

1. To develop and implement an income generation plan, identifying, developing and realising new opportunities for sustainable income generation in order to meet income targets
2. To work across the charity and with local partners, attending internal project meetings, events and conducting research and developing compelling cases for support.
3. To proactively develop and manage new and existing donor, corporate partner and other funder relationships, implementing cultivation and stewardship plans ensuring that all feel valued, informed and engaged.
4. To develop a programme of activities delivered by volunteers from corporate partners and businesses in support of the charity's strategic aims and objectives.
5. Working with the income generation committee and management team to research, write and where appropriate submit funding proposals.
6. Keep accurate and up to date records, ensuring compliance with the Fundraising Regulator and data protection legislation.
7. Produce reports, data, presentations and briefings regarding income generation outcomes.

Person Specification

Person Specification:	
Experience:	<p>The ability to demonstrate experience in:</p> <ul style="list-style-type: none"> • Significant experience of business development • Experience of developing and managing a diverse range of income streams, and generating income • Experience of developing strong relationships with corporate contacts, ideally in the arena of social purpose and/or wellbeing • Experience of successfully building and managing senior external client relationships/account management • Experience of developing plans for donor/partner engagement or similar activities
Knowledge	<ul style="list-style-type: none"> • Knowledge of income generation in accordance with an organisation's strategic aims and objectives • Working knowledge of Microsoft Office applications.
Skills	<ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Excellent interpersonal skills and the ability to communicate, build relationships and negotiate effectively at all levels both within and outside an organisation • Ability to work flexibly and pro-actively on own initiative and also as part of a team. • Organised approach to work and ability to multi-task and prioritise appropriately. • Ability to exercise initiative to make a decision within sphere of work and/or knowledge, reporting on actions appropriately. • Ability to present written work accurately and clearly. • Ability to work effectively in a busy environment. • High quality customer service skills. • Ability to handle a variety of unrelated, complex or complicated activities simultaneously.

	<ul style="list-style-type: none"> Ability to speak Welsh (Desirable)
Qualifications	<ul style="list-style-type: none"> Business and/or management qualification or equivalent experience.

Additional Circumstances:	<ul style="list-style-type: none"> A proven track record of achieving results, which add value. The post holder will be required to travel by car throughout Wales together with occasional wider UK/abroad travel and work some unsocial hours. These requirements will be planned in advance.
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<p>Notes:</p> <ul style="list-style-type: none"> This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder. In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.
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SIGNED FOR AND ON BEHALF OF AGE CYMRU	Signature: Name: Title: Date:
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SIGNED BY ROLE HOLDER	Signature: Name: Date:
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