



*Our vision...*

*'No child or family  
experiences emotional  
distress, loss, or grief alone'*



## **Business Development Lead**

Business development & Income Generation

## **Recruitment Pack**

### Background

Fresh Minds Education Ltd (FME) formed in June 2008, led by Aine Wallace who had been involved in youthwork, mental health, and arts-in-education within community contexts through Northern Ireland and internationally since 1996, focusing on finding pathways to personal peace and wellbeing.

The organisation formally constituted as a social enterprise in August 2019 and in August 2022 FME achieved charitable status developing it into the organisation it has become today. It originated to support change makers develop the skills, mindset, and confidence to improve their lives and others. Whilst the original vision remains core to the difference FME continues to make, the new charity has a clearer more defined vision.

### FME Vision

FME believes in a society where no child or family experiences emotional distress, loss, or grief alone.

### FME Mission

FME aims to achieve this vision through ensuring the provision of simple, powerful tools which supports the health & wellbeing of children, young people, their families, and community, through prevention, intervention, postvention and education.

***Powerful tools in the hands of change makers!***

## **The FME Team**

Our board, trustees and team are amazing - we are a committed, compassionate charity with a culture of supporting staff to do the best they can to flourish personally and professionally.

Our highly valued and hardworking staff work flexible and independently at a high level, managing their own time whilst remaining connected on a weekly and monthly basis online and in person. The team have an in-depth understanding of each other's job roles and offer support as and when needed to ensure success.

We support volunteers who mainly come from within FME services, so have lived experience of the services produced. We have 4 staff working at our base and a team of dedicated associates and retained experts. Whilst our team is small, we are committed to its growth with each senior team member involved in growing their own team to help achieve success and sustainability in their specific area of the organisation.

FME are committed to ensuring that the correct structures, systems, and expertise are in place across the organisation to support each team member thrive in their role and to progress the organisational mission as a team.

Professional expertise is outsourced to a dedicated team of trusted partners as we establish and grow, and we work closely with financial administration, administration, human resources, IT, digital platforms, and marketing & design support service professionals.

We are generous, kind, and friendly with everyone who engages with us, and we all present professionally on behalf of the charity.

Together we are committed to steadily evolving to meet the needs of people and we regularly pause together, to share ideas and ensure clarity of purpose and focus across all aspects of the organisation.

## Core Values

We are a values-based organisation, and we aim to express our values in all that we do. We express our values through the Spirit of AMBER...

- A Awareness**...of our ability as individuals to lead and inspire through what we do and how we make people feel
- M Mindfulness**...connecting with compassion, curiosity, and human kindness
- B Balance**... recognising the reciprocal nature of all relationships
- E Energy**... bringing our 'A GAME' – to reach those who need us most in the spirit of AMBER, which is fun, creative, bright, beautiful, and hopeful
- R Resilience**...developing character and strength that empowers us to overcome obstacles and evolve, transition, and grow

## Future Vision

Fresh Minds Education is ambitious about the future. We aim to expand and scale the work being produced, bringing our unique blend of happiness and hope to individuals, communities, schools, and homes. It is our belief that we have something incredibly special that will make a difference to lives, and that it is our role to share what we have learned and created with others and inspire the next generation. We want to leave a legacy of connection, the medicine of our time.

## The Role

This new and exciting role is central to realising the vision. The advancement of the work is only possible with strong, passionate leadership and energy. It is vital that the role holder resonates with who we are, what we do, the difference we make and the spirit of our work. The person who undertakes this role has an opportunity to really make it their own and will work alongside a committed board and CEO as they develop relationships, business acumen and generate income for this young charity.

## Job description

- Based in:** Blended home and office working from our base in Antrim
- Salary:** £36,000 per year – with potential for growth.
- Duration:** Fixed term 1 year + extension on generation of income
- Reporting to:** Chief Executive Officer (managing own time and diary, closely working along with the senior management team)
- Duration:** 35 hrs per week – option for flexi working / reduced hours
- Benefits:** See page 6
- Closing Date:** 7 October 2022

We are looking for a **Business Development Lead** to join the team. In this brand-new role, you will be responsible for the provision of business development and income generation within our life changing charity.

You will:

- Lead and deliver on income generation strategies in support of our business plan
- Proactively support the strategic direction of the organisation as a member of the Senior Management Team.
- Provide appropriate support and advice on business development to the Board, Senior Management and Services Teams as required.
- Implement income generation systems and processes.
- Keep up to date with developments within the voluntary and community sectors in NI and ROI.
- Spot trends and exploit new opportunities in NI, ROI, GB, and internationally.
- Actively represent our core values.

### **Duties and Responsibilities include:**

#### Relationships and New Business

- Consultative sales experience - achieving income targets – understanding opportunities to gain new business, managing, and building out on existing and generating new client relationships, and conducting client meetings across public, private, and not for profit sectors, shaping responses and developing solutions to ensure a positive customer experience throughout.
- Relationship development with businesses, elected representatives, senior management & leadership teams, and key influencers.
- Seeking out tender opportunities within relevant business sectors, statutory bodies and relevant grant making trust and foundations and independently and collaboratively developing tenders, bids, and proposals.
- Researching and developing opportunities for corporate partnerships across the following streams: Charity of the Year, Commercial Sponsorship and Corporate Social Responsibility funding (CSR).
- Acting as the point of contact for FME corporate partners.

- Completing contract monitoring reports and feedback on service delivery to funders and wider stakeholders.

#### Research

- Tracking pipeline development, business wins, losses, ongoing opportunities & forecasting accordingly
- Researching, identifying, developing, and securing new business opportunities, across existing and new sectors to meet company income targets.
- Researching products provided by other companies and organisations, developing insight to improve our offering.

#### Profile Raising

- Supporting our marketing department with creative ideas to produce effective campaigns that will drive support and revenue to the charity.

#### Team Development

- Growing a new team to deliver groundwork fundraising, working with the FME administrator, marketing support and other staff to realise this potential.

## About You

To be successful in this role you must be passionate, compassionate, articulate and highly confident. You will have an excellent track record in executing business development plans to drive and develop growth. You will be able to demonstrate income generation through multiple strands including experience in completing tenders. This is a role with meaning and purpose that needs someone who is excited by leading positive social change and making a difference to the lives of others.

Who we are looking for – you:

- Are driven to make a difference to the lives of children, young people & families impacted by mental health, loss and grief through education and service support.
- Are a strong written and verbal communicator, able to influence and build effective working relationships with a variety of key stakeholders, prospective clients, and organisations.
- Possess strong interpersonal skills that helps win the confidence, trust, hearts and minds of supporters, funders and the team with ease, providing motivation and inspiration.
- Take initiative and possess a proactive attitude to driving new business.
- Can flourish in a dynamic fast-paced environment
- Have strong negotiation and listening skills with the ability to think creatively and quickly with strong presentation skills to make convincing pitches.
- Have built an excellent network and can establish strong collaboration and partnerships.
- Are confident in working to and meeting targets.
- Are highly organised and have great attention to detail, with the confidence to share ideas and project lead when needed.
- Have a strong sense of self-motivation, ambition, and determination. Business development is a competitive field so we would expect that you have a high level of resilience, the ability to incorporate rejection into organisational wisdom & learning.
- Have high levels of awareness and confidence in using digital platforms and technologies.
- Are flexible and able to adapt alongside the evolving needs of the organisation.



## **CRITERIA**

### **Essential:**

- Degree, 4<sup>th</sup> level qualification or equivalent **OR** 4 years' experience in a similar role
- Minimum of 2 years' recent experience working in an income generation / sales role covering:
  - ⇒ leading on income generation strategies in support of an overarching business plan.
  - ⇒ planning for and securing funding applications and/or tenders that result in sustainable organisational growth
  - ⇒ detailed understanding of budgetary needs
- Ability to present in person and through video
- I.T. and CRM confidence and competence.
- Access to a car or reliable transport for business purposes.
- Clear Access NI check and two suitable references

### **Desirable**

- Experience in other relevant areas such as: Prospect Development Manager, Sales, Marketing and / or Fundraising.
- An understanding of how service support and education can meet the needs of those impacted by loss, bereavement, and mental health.
- An understanding of the needs of a small growing charitable organisation and how your previous experience can meet those needs.
- Experience of representing organisations e.g., sitting on boards, committees

### **Other**

Applicants must

- Share our charity's core values
- Have passion and motivation to make a difference to the lives of children, young people & families

## What we offer:

In return, we offer you this chance to work right at the heart of a supportive, professional small, dedicated team, where you'll make a positive difference to individuals and families in need, every day. We want everyone including our staff to thrive and so our benefits reflect our organisational values and cuts across these four areas of resilience;

- **Life Work Balance**
- **Financial Reward & Recognition**
- **Staff Development**
- **Social, Physical and Mental Wellbeing**

## The Benefits:

At FME we have fun! We are a charity that wants to improve the lives of children and families across Northern Ireland and that starts with our staff. We like team catch ups, sharing, and celebrating each other's milestones and successes. We love to break bread together and we invite artists to come work alongside us in our workspace to help inspire and give a visual voice to our ideas and dreams. We love our regular wellbeing sessions which keep us light-hearted enabling us to remain strong as we hold and contain those who benefit from our organisation.

- No more 2-day weekends and 40hr weeks. FME offers you a 35-hour full time working week!
- Happy Birthday to you – your special day off to unwind, enjoy and celebrate
- Annual Leave - 28 days plus bank holidays (pro rata)
- Time out with the office doggy **Buttons**, she is the perfect companion and at the heart of FME
- Employee Recognition Scheme
- Paid monthly well-being hour
- Pension scheme
- Family friendly policies
- Training linked to role and competencies
- A focus on well-being and balancing flexible working hours alongside organisational priorities
- Relaxed dress code outside of formal events



## How to apply

FME is committed to inclusion, equality, and diversity, and we welcome applications from all parts of the community, including those with disabilities who meet the requirements for the role. If you have a disability, and are happy to let us know, please highlight this in your covering letter.

Please email your cv along with a short video\* as your cover note detailing how you meet the role criteria to [office@freshmindseducation.com](mailto:office@freshmindseducation.com) The video should be no more than three minutes in length and should be a standard video format.

\*Whilst we prefer a video submission for the cover note, you may however choose to submit a covering letter with your cv instead.

Please ensure that you demonstrate within your submission how your skills, experience and qualities are relevant to this job.

Visit [www.freshmindseducation.com](http://www.freshmindseducation.com) for more information on our organisation.

Closing date for applications is **5pm on Friday, 7 October 2022**

Interviews will take place week commencing **24 October 2022**

If you do not hear from us by **14 October 2022**, you will not have been successful on this occasion.

**Many thanks for your interest in this position!**