

Role Profile

Part A - Grade & Structure Information

Job Family Code	100S	Role Title	Business Development Manager
Grade	PS10	Reports to (role title)	Deputy Head of SOLD
		Directorate / School	
JE Band	371-438	Service / Department	SOLD/CFL
		Date Role Profile was created	Jun-24

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	<p>The Business Development Manager will play a critical strategic role in overseeing the day-to-day business functions (financial and processes) for SOLD, using intelligence (such as SOLD, SCC and local, national and market specific data) to inform the business model and advise the Leadership team enabling SOLD to drive ongoing growth and financial success. Plan, monitor and report on the SOLD Budget including: revenue, expenditure, pricing structures and staffing models. Undertake the co-ordinating role for auditing the SOLD Business model and identifying opportunities to drive business growth.</p> <p>This is a unique opportunity to make a significant impact increasing SOLD's presence and reputation in the education outdoor learning market.</p> <p>To manage the business support and marketing function of SOLD providing excellent customer service for all service users and maximising revenue generation.</p>
Work Context	<p>The role will work closely with SOLD's leadership team to develop and implement SOLD's business plans and financial strategy by;</p> <ul style="list-style-type: none"> •Reviewing and monitoring the SOLD Business Model and financial management to ensure long term financial sustainability for the service. •Build and maintain relationships with key internal and external stakeholders, including SCC colleagues, grant giving bodies and education and community organisations •Execute strategies to attract new revenue sources, grants and commissions of work •Take a lead in developing a successful strategy for our Business Support and Marketing Team and ensure excellent performance management and customer service is in place •Conduct research and analysis identifying trends, needs, and opportunities in similar corporate, nonprofit and government sectors •Working creatively to identify new revenue generating opportunities, products and services in line with SOLD's core values. •Collaborate with all SOLD operational managers to create a clear vision and plan for SOLD Business Development going forwards, •Monitor and evaluate the performance of the current business model and fundraising initiatives and recommend adjustments to strategies to the leadership team •Ensure effective and compliant financial records and processes are organised, up to date and regularly reviewed with the Leadership team.
Line management responsibility if applicable	The post holder will line manage the business support and marketing teams (circa 7 FTE's)
Budget responsibility if applicable	Direct budget responsibility for circa £300K and indirect influence on the SOLD budget of £3.5M+

<p>Representative Accountabilities Typical accountabilities in roles at this level in this job family</p>	<p>Planning & Organising</p> <ul style="list-style-type: none"> • Implement countywide strategies and support the development of long term planning. • Lead projects and reviews within a technical area of work to support and enhance service delivery. • Plan workloads and secure resources to enable the team/s to achieve a quality service. <p>Policy & Compliance</p> <ul style="list-style-type: none"> • Provide technical advice and recommendations within defined policy and procedures to ensure compliance with relevant legislation, policies and industry standards. • Maintain, develop and review systems, processes, procedures and working methods to maximise service delivery, quality, efficiency and compliance. <p>People and Partnerships</p> <ul style="list-style-type: none"> • May manage a team operating in a specialist area or oversee the delivery of a range of support services to a service or function. • Liaise, communicate and build relationships with other internal departments, customers, partner organisations, agencies and/or contractors to support and represent the team/service. • Monitor and support the performance management and development of team members to ensure that individual contributions are maximised. <p>Resources</p> <ul style="list-style-type: none"> • Assist with budget/resource/funding management in accordance with the organisation's policies and procedures. • May have delegated responsibility for a budget(s). <p>Analysis, Reporting & Documentation</p> <ul style="list-style-type: none"> • Assess or conduct analysis, presenting results and putting forward recommendations on managing more complex situations to support decision making. • Analyse and make recommendations for improvement or development of existing systems, processes or policy. <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation. Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity. Health, Safety & Welfare: Responsible for ensuring health & safety policies, procedures and legislation are implemented, communicated and managed including making sure that health and safety responsibilities are fully understood and carried out by employees within their service area.</p>
<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> • Degree/ HNC or equivalent, or substantial relevant experience in a relevant subject. • May require a specialist technical qualification or membership of an appropriate professional institution. • Previous experience working in related field. • Comprehensive understanding of subject matter, legislation, principles and practices relevant to the technical area. • Competent in a range of IT tools. • Previous management experience including staff supervision, development and organisational skills. • Proven ability to apply project management principles and techniques to manage a range of projects through to completion. • Proven ability to establish and maintain highly effective working relationships with a range of stakeholders. • Comprehensive knowledge of computerised business systems. • Significant practical or professional experience and understanding of a specialist area or supporting service teams and/or providing support to the public. • Proven written and oral communication with the ability to influence and work in collaboration with others. • Ability to understand, meet and exceed customer expectations. • Proven problem solving skills, and the ability to exercise high levels of initiative to devise and implement workable solutions.
<p>Details of the specific qualifications and/or experience if required for the role in line with the above description</p>	<p>Understand the education market and a passion for learning in the outdoors. You should have extensive experience in business development within the charitable, corporate or Local Authority Sector and a proven track record of securing funding and driving business growth. Strong people management skills and the ability to analyse complex financial data.</p> <ul style="list-style-type: none"> •A Degree in Business, Finance, or a related field •Proven experience in securing funding and driving business growth. •Knowledge of the education market and understanding of learning in the outdoors. •Strong project management skills, with the ability to multitask and prioritise. •Excellent analytical and problem-solving abilities, with a keen attention to detail. •Proficient in financial analysis and the ability to analyse complex financial data. •Exceptional communication and negotiation skills, with the ability to build and maintain relationships with stakeholders. •Strategic thinker with the ability to develop and execute effective business strategies. •Ability to work independently and as part of a team, with a strong work ethic and a proactive attitude. •Proficient IT skills with a range of software applications •Proven track record of excellent performance management of a staff team
<p>Role Summary</p>	<p>Roles at this level typically lead and manage the work of a specialist team or they may hold a technically specialist professional role providing complex advice or managing specialist projects. They will use technical knowledge to audit or analyse situations and data to aid them in ensuring regulatory or technical compliance of others. They will work closely with a range of agencies and stakeholders to ensure delivery of agreed industry and service standards in a cost effective way. Forward planning could be for months ahead and the role will contribute to longer-term development.</p>
<p>Reference Number</p>	<p>BM-2026-079</p>