

## **Newport Mind**

### **Job Description**

<b>Title</b>	Business Development and Income Generation Manager
<b>Responsible to:</b>	Chief Executive Officer
<b>Pay:</b>	NJC Pt. 29 - 33 £25,951- £29,323
<b>Hours:</b>	37 Hours

#### **Purpose of Post:**

To take responsibility for the business and income generating activities of Newport Mind from strategic analysis, planning and implementation taking account of the opportunities, markets and organisational capacity, resulting in substantially increased income for the organisation achieving a minimum increase of £60,000 in the first year.

#### **Principal Responsibilities:**

1. Undertake strategic analysis of the short, mid and long term business development and income generating opportunities open to Newport Mind taking account of potential sources of income, the current and future policy environment, possible competitors, collaborators and partners.
2. Develop and implement a short, mid and long term business development and income generation action plan following on from the strategic analysis prioritising areas for action based on the return on investment risk and the ease of implementation for agreement and action.
3. Develop community fundraising approaches and events building on interest from individuals and businesses using the opportunity that Newport Mind's 40<sup>th</sup> anniversary in 2018 presents to kick start the approach and to develop a series of fundraising events and activities to raise income and the profile of Newport Mind in its 40<sup>th</sup> year.
4. Increase Newport Mind's fundraising income through increasing involvement in the following:-
  - mass participation events, including in ABP Wales Newport Marathon
  - challenge event fundraising
  - legacy fundraising
  - regional & local trust fundraising

- corporate fundraising
5. In partnership with the CEO and the management team identify and successfully responding to suitable contract and grant opportunities coordinating the completion to deadlines of application forms and submissions as required by funders.
  6. In partnership with the CEO and the management team expand and restructure our training work to increase both impact and income using the knowledge and skills of the whole staff team to build a comprehensive training offer.
  7. In partnership with the CEO and the management team to support the planned social enterprise café to develop and generate revenue from a range of income streams including the café, as a venue, one off events and specialist cooking or baking courses.
  8. In partnership with the CEO and the management team develop a programme of paid for wellbeing services to generate income such as private counselling, alternative therapies, mindfulness and yoga classes, coaching etc. using the skills, knowledge and abilities of the whole staff team or external providers.
  9. In partnership with the CEO and the management team develop ways to engage with supporters and potential supporters such as the introduction of a customer relationship management system, an enhanced membership offer including e-zines, discounts for services and for the social enterprise use, and using our current database to support income generation and business development.
  10. Work in partnership the Mind Retail shop network to expand Newport Mind's involvement and negotiate a mutual strategy that generates increased income for Mind Retail and Newport Mind.
  11. Ensure all is effectively recorded and monitored in order to facilitate planning, achieve outcomes and contribute to performance management on an individual, project and organisational basis using the information to produce high quality statistics and reports as required.
  12. Ensure that equality and diversity are a key component of all business development and income generation activity and that the activity proactively address disadvantage, inequalities, stigma and discrimination
  13. Work in accordance with best practice, legal requirements, the policies of Newport Mind, the policies and procedures agreed by the consortium and policies proscribed by the funders and to contribute to the development of such policies.
  14. Support Newport Mind's business development and income generation through researching relevant models of good practice, disseminating good practice guidelines, developing and leading on multi agency projects or partnerships and initiating new services or provision becoming recognised as an expert business development and income generation for local Mind associations.

15. Work imaginatively with students, volunteers, community members and people being provided with service by Newport Mind to maximise their involvement, contribution and ownership of all business development and income generating activities of Newport Mind.

### **Expectations**

1. To work in line with, and to support the delivery of, the vision, mission, values and goals of Newport Mind and to be a champion for Newport Mind at all times.
2. Adhere to and work within all the policies of Newport Mind and the families first consortium, such as child protection policy, protection of vulnerable adults, confidentiality and data protection policies, and the policies contained within the employee handbook.
3. To actively participate, engage with, and respond to, the Newport Mind supervision, external supervision and appraisal processes.
4. To attend and positively contribute to Newport Mind and other relevant meetings as required.
5. To attend and positively contribute to Newport Mind training as required.
6. To actively contribute to a positive, supportive and constructive working ethos, relationships and environment with Newport Mind, partner organisations and other organisations.
7. To contribute to making Newport Mind a greener workplace.
8. To support and contribute to our overall aim of the participation people with experience of mental health problems, including within Newport Mind and to be committed to working alongside people with experience of mental health problems, as colleagues, (paid & unpaid) experts and campaigners.
9. To be flexible, adaptable and undertake work to support the aims of Newport Mind, the aims of the Family Wellbeing Consortium and the aims of Families First as required.

### **Criminal Records Bureau Check**

Because of the nature of this job, it will be necessary for the appropriate level of criminal record disclosure to be undertaken. Therefore, it is essential in making your application you disclose whether you have any pending charges, convictions, bind-overs or cautions and, if so, for which offences. This post will be exempt from the provisions of Section 4 (2) of the Rehabilitation of Offenders 1974 (Exemptions) (Amendments) Order 1986. Therefore, applicants are not entitled to withhold information about convictions which for other purposes are 'spent' under the provision of the Act, and, in the event of employment being taken up, any failure to disclose such convictions will result in dismissal or disciplinary action. The fact that a

pending charge, conviction, bind-over or caution has been recorded against you will not necessarily debar you from consideration for this appointment.

### **Person Specification**

This acts as the selection criteria and the more of the criteria that you demonstrate that you are able to meet the greater your chance of being invited to interview. On the application form please use each point that you are able to meet as a heading and then explain how you meet the specific criteria.

### **Experience**

1. Experience and/or understanding of business and income generating activities from strategic analysis, to planning and implementation taking account of the following:-
  - opportunities, markets, potential sources of income
  - organisational capacity,
  - the current and future policy environment,
  - possible competitors, collaborators and partners
  - return on investment risk
  - the ease of implementation
2. Experience and/or understanding of increasing fundraising income through involvement in the following:-
  - mass participation events such as the ABP Wales Newport Marathon
  - community fundraising
  - challenge event fundraising
  - legacy fundraising
  - regional & local trust fundraising
  - corporate fundraising
3. Experience and/or understanding of identifying and successfully responding to suitable contract and grant opportunities coordinating the completion to deadlines of application forms and submissions as required by funders.
4. Experience and/or understanding of generating income through the development, delivery, marketing and sale of training.
5. Experience and/or understanding of developing a programme of paid for services to generate income such as private counselling, alternative therapies, mindfulness and yoga classes, coaching etc.
6. Experience and/or understanding of setting up customer relationship management systems, membership systems and of using database information to support business development and income generation.
7. Experience of recording and monitoring business development, income generation and training activities using the information to improve performance and produce high quality reports.

8. Experience of developing and leading collaborative projects or partnerships to achieve objectives, such as new service development.
9. Experience of working with students, volunteers, community members and people accessing services to achieve objectives.
10. Direct or indirect experience of mental health problems.

### **Skills/Abilities**

11. Able to take income generation and business development strategies and plans and turn them into action with tangible results motivating volunteers, staff and the community to become constructively and actively involved.
12. Able to communicate effectively, orally and in writing, to a high standard with a diverse range of people and audiences at different levels of understanding and ability.
13. Able to network and build effective working relationships with a spectrum of individuals, groups and organisations.
14. Able to work successfully on your own initiative and as part of a number of teams and partnerships.
15. Able to organise and prioritise own workload effectively to meet job and project objectives.

### **Equality and Diversity**

16. Able to identify, understand and respond to the differential impact that disadvantage, inequality, stigma and discrimination have on individuals, communities and groups.
17. A demonstrable commitment to equality of opportunity and a positive approach to diversity.
18. A demonstrable commitment to working alongside people with mental health problems or experience of mental health problems as colleagues.

### **Specialist Knowledge**

19. A good knowledge and understanding of income generation and business development in relation to a mental health and the third sector including the wider context, such as competitors, legislation, policies and strategies.
20. Knowledge and understanding of the legal requirements in relation to income generation and business development including the Fundraising Code of Practice and the Data Protection Act.

21. Good knowledge of customer relationship management, membership systems and databases in support of income generation and business development activities.

22. A relevant degree/higher degree or equivalent experience suitable to the role.

23. Training relevant to the role such as business development, fundraising, income generation, etc.

24. A commitment to acquiring the skills, knowledge and understanding, through training and other opportunities, to become an expert in income generation and business development in a local Mind.

25. Willingness to be flexible in meeting the needs of people with mental health problems, the needs of Newport Mind and the needs of Families First as appropriate to the role.

26. A commitment to the ethos and values of Mind and Newport Mind.

We will consider any reasonable adjustments under the terms of the Equalities and Human Rights Act, to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post and to attend an interview.

The Job-holder will ensure that Newport Mind's policies are reflected in all aspects of his/her work, in particular those relating to;

- (i) Child Protection and the Protection of Vulnerable Adults
- (ii) Equalities and Human Rights
- (ii) Health and Safety
- (iii) Data Protection