



## Job Description

Section identification	
<b>Job Title:</b>	Head of Business Development
<b>Reports to:</b>	Chief Executive Officer
<b>Salary:</b>	£35,553 per annum
<b>Hours:</b>	37 hours per week
<b>Team:</b>	Senior Management Team
<b>Location/base:</b>	Lifecentre Chichester Office

### Section 1 – Job summary

Lifecentre supports survivors of sexual violence in West Sussex with high quality therapy and support services. We aim to bring hope, guidance and fresh possibilities to those on a journey of transformation. We create a safe haven where people feel empowered to share their story without judgement, providing a consistently first-class service delivered by highly experienced and qualified therapists, bringing together a compassionate team of people with a thirst for transformation and a commitment to help others live life to the full.

As a pivotal role within the Senior Management team, the Head of Business Development will contribute to shaping the future of Lifecentre and in achieving our strategic objective of having a sustainable business model in place to enable us to deliver and sustain services to survivors throughout West Sussex.

The post holder will lead, direct and manage the developing business development teams (Training and Corporate) to ensure that income streams are maximised and expenditure controlled, managing and monitoring performance against agreed budgets. This is a new position, so you will develop, implement, and deliver a new Income Generation strategy, identifying and initiating new income streams and engage with a wide range of stakeholders.

The person in this role will be creative, innovative, and dynamic with excellent networking and communication skills. They will demonstrate strategic leadership and be able to lead and support their teams in achieving ambitious goals.

Key Accountabilities	Key Elements
General	<ul style="list-style-type: none"> <li>• Be an active member of Lifecentre Senior Management team, supporting the CEO in developing and delivering the strategic objectives and business plan for the organisation.</li> <li>• Develop, lead and deliver the Income Generation Strategy for Lifecentre, managing expenditure and ensuring sustainability of services.</li> <li>• Provide strategic leadership to drive innovation across Lifecentre exploring new income streams with the aim of securing long term sustainability of income, testing new concepts, and assessing commercial viability.</li> <li>• Working as part of the SMT, develop, maintain, monitor, and report on financial performance, budgets, and forecasts and KPIs.</li> <li>• Motivate team members across the organisation to provide intelligence and feedback to shape and sustain income generation. Ensure all risks are identified, communicated, and managed.</li> <li>• Ensure all income generation activities are fully integrated across Lifecentre, recognising the importance of inter-departmental relationships.</li> <li>• Increase understanding and awareness, engaging staff members regarding income generating activities, encouraging all staff, volunteers, and supporters to make an active contribution towards income generation and promotion of Lifecentre.</li> <li>• Produce reports, investment proposals, presentations, and associated documents for internal and external audiences, including Trustees.</li> <li>• Manage external stakeholders, attend events and meetings, and give presentations to drive awareness and support for Lifecentre.</li> <li>• Oversee the use of Salesforce, for your area of responsibility, to ensure compliance, efficient usage, and benefits realisation of the investment in these systems.</li> <li>• Ensure all activities are carried out in a manner which meets statutory and regulatory requirements and fits with the organisation's values and ethos.</li> <li>• Develop and maintain policies and procedures relevant to income generation team.</li> </ul>
People Management	<ul style="list-style-type: none"> <li>• Lead and coach the team in the areas of responsibility to achieve their personal targets and personal development objectives, enabling them to achieve their potential.</li> <li>• Ensure all team members are appropriately trained to complete their roles, including legal compliance and all online mandatory training.</li> <li>• Ensure team members understand and adhere to Lifecentre</li> </ul>

	<p>Policies and Procedures.</p> <ul style="list-style-type: none"> <li>• Ensure Lifecentre's values of creating safety, cherishing diversity, showing kindness, nurturing hope. is embedded in all areas of responsibility.</li> </ul>
Training	<ul style="list-style-type: none"> <li>• Develop and deliver a training strategy, with costings, pricing and marketing materials to maximise income generation.</li> <li>• Launch and expand the training offer for Lifecentre, ensuring lean operations, insuring quality and high customer satisfaction and staff engagement.</li> <li>• Seek opportunities to expand and promote awareness of the organisation's training programmes.</li> <li>• Establish and maintain professional connections, including partnerships with appropriate representatives from statutory, voluntary and community agencies.</li> <li>• Generate sales of programmes in order to meet agreed targets.</li> <li>• Benchmark performance against competitors to identify opportunities to further develop surpluses and improve staff and customer experience.</li> </ul>
Corporate	<ul style="list-style-type: none"> <li>• Develop and deliver a corporate strategy, including costings, pricing, and marketing materials, to maximise income generation.</li> <li>• Develop a strongly positive customer journey with accompanying processes to manage onboarding of corporates.</li> <li>• Ensure all activities are aligned to the overall strategic direction of Lifecentre.</li> <li>• Ensure all supporters have a clear relationship management plan which maximises their repeat purchasing.</li> </ul>

## Person Specification

Essential	Desirable
<ul style="list-style-type: none"> <li>• Proven ability to generate income in two or more of the following areas – training, corporate giving, major donors, marketing, and individual giving.</li> <li>• Able to be creative and identify income or</li> </ul>	<ul style="list-style-type: none"> <li>• Post-graduate level Academic or professional management qualification or evidence of equivalent experience.</li> </ul>

<ul style="list-style-type: none"> <li>• service development opportunities.</li> <li>• Able to use market insights to inform strategy.</li> <li>• Able to set an effective vision and a sustainable long-term business model to ensure sustainability of our services.</li> <li>• Extensive proven management experience in a commercial or charity environment.</li> <li>• Proven ability to lead, motivate and develop high performing teams.</li> <li>• Experience of strategic thinking and the ability to set a clear direction for their team to engage with and own.</li> <li>• Wide experience of managing budgets</li> <li>• Experience of producing reports and persuasive investment cases or bids.</li> <li>• Successful experience of stakeholder relationship management.</li> <li>• Evidence of building strong internal and external relationships.</li> <li>• Excellent communication and interpersonal skills</li> <li>• Excellent networker.</li> <li>• Team player, willing to support wider Lifecentre operational requirements.</li> <li>• Committed to the work of Lifecentre .</li> <li>• Excellent numerate and analytical skills.</li> <li>• Evidence of continuing personal and professional development</li> <li>• Kind, emotionally intelligent leader who can deliver through others.</li> <li>• Able to manage performance against agreed budgets, plans or objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Recognised training qualification e.g., PTTLS/AET/CIPD or level 3 teaching qualification.</li> <li>• Professional marketing qualification.</li> <li>• Knowledge and experience of income generation in the charity sector</li> <li>• Knowledge of commissioning</li> <li>• Experience of developing and delivering training, including supporting resources</li> </ul>
<ul style="list-style-type: none"> <li>• Cherish diversity, seeing the unique potential in everyone without preconceptions and listen deeply to their stories</li> <li>• Create safe environments that show respect and understanding of the principles of confidentiality, data protection and safeguarding</li> <li>• Ability to show kindness, ensuring every person feels valued.</li> <li>• Ability to nurture hope, believing in a brighter future</li> <li>• Full driving licence and access to own vehicle for work</li> <li>• DBS check</li> </ul>	

## Working at Lifecentre

**Hours of work at Lifecentre:**

37 hours per week. The role will be based in Chichester with a requirement for travel throughout West Sussex.

**Holiday entitlement:**

25 days per year plus public holidays.

**Contract:**

2 years

**Probation period for all appointments:**

Subject to satisfactory completion of the first six-months of employment.

**Where we are located:**

Lifecentre has offices in Chichester, Worthing and Crawley.

**Other:**

Terms and conditions of service: The appointee is expected to observe Lifecentre's agreed policies and procedures and to work within the definition of its Trust.

All appointees must comply with Lifecentre's safer recruiting policy which includes self-disclosure forms, references and a disclosure and barring service (DBS) check obtained by Lifecentre.

In line with general data protection regulation (GDPR) legislation 2018, it is the responsibility of this post to ensure that all computerised and written personal information relating to Lifecentre's clients, staff or volunteers to which he/she has access, is regarded as strictly confidential. Lifecentre maintains confidentiality within the service, subject to its confidentiality policy.

There is a commitment from Lifecentre for this contract of services to be reviewed annually.

## The recruitment process

**To apply, email or post:**

Completed application form

**To:**

Emma Victory  
Lifecentre  
PO Box 58  
Chichester  
West Sussex

PO19 8UD

**OR**

[emma@lifecentre.uk.com](mailto:emma@lifecentre.uk.com)

**Closing date for application:**

Midnight on Friday 17 November 2023

**Interviews will be held:**

Week beginning 27 November 2023

**If you have any queries about this role, please email Emma Victory at**

**[emma@lifecentre.uk.com](mailto:emma@lifecentre.uk.com)**

**Further information about Lifecentre**

Founded in 2001, Lifecentre is a charity with a team of qualified counsellors and trained volunteers who provide support and therapy for people who have had an unwanted sexual experience. We help our clients of all ages and genders to unlock the past, survive the present and reclaim their futures.

We provide:

- counselling for survivors of all ages and genders
- counselling for the close supporters of survivors
- play therapy for those under the age of 11

**How we work**

Team working is crucial to us at Lifecentre. In view of the work that we do, we strive to care for one another and help one another where possible.

The operations team support the work of the counsellors. They also contribute to fundraising bids wherever they can.

The appointee will be expected to observe Lifecentre's agreed policies and procedures.

As Lifecentre is a Charity with a Christian foundation, the appointee will be required to work in a way that is actively sympathetic, respectful of and supportive towards the Christian values and work of the Charity and the role of prayer within the organisation. They do not have to have a personal faith but need to be comfortable with the Christian ethos of the organisation.

**Key Facts and Figures**

**Governance**

A board of trustees governs Lifecentre, which is responsible for ensuring that the charity is well managed and abides by its charitable aims. The trustees support the work of our

Chief Executive, who is responsible for managing the organisation, supported by our senior staff team.

### **Income and expenditure**

Lifecentre has a turnover of around £1,000,000.

### **Staff, counsellors and volunteers**

Lifecentre currently employs 16 people who work out of our office bases in Chichester, Worthing and Crawley. A team of 22 (currently) qualified counsellors and play therapists deliver the core work of the charity on a self-employed basis.

### **Our values vision, mission and values**

Lifecentre's vision is to bring hope, guidance and fresh possibilities to those who have had an unwanted sexual experience and are on a journey of transformation.

Our mission is to guide journeys of transformation by:

- Creating a safe haven where people feel empowered to share their story without judgement,
- Providing a consistently first-class service delivered by highly experienced and qualified counsellors,
- Bringing together a compassionate team of people with a thirst for transformation and a commitment to help others live life to the full.

Lifecentre's values are:

#### **We create safety**

Enabling others to open-up freely.

We help people to feel comfortable and have safe conversations free from fear and the disturbances of the outside world.

#### **We cherish diversity**

Seeing the unique potential in everyone.

We welcome people of all ages, faiths and backgrounds without preconceptions, and listen deeply to their stories.

#### **We show kindness**

Ensuring every person in our community feels valued.

We relentlessly care for those in need of support, tending to their physical, mental and spiritual needs.

#### **We nurture hope**

Believing in a brighter future.

We approach every challenge with an infectious optimism, inspiring others to see light in the darkest times.