



Business Development Manager

Job Description and Person Specification

Salary: £27,540 – £33,660 depending on experience + pension

Hours: full time – 35 hours per week

Responsible to: Executive Director

Responsible for: Fundraising Coordinator

Contract: 12 months initially with possible extension subject to funding. 3 month probation period.

Location: Oxford

We are seeking a dynamic and motivated Business Development Manager to deliver new commercial income generating opportunities and build on current ones. The role will initially focus on developing the commercial potential of Climate Visuals, one of our flagship projects, focused on using evidence-based imagery to engage wider publics on climate change. There is significant potential to turn the Climate Visuals project into a social enterprise

The successful applicant will be someone who is resourceful, confident and able to seize opportunities. Motivated by a desire to make a difference on the issue of climate change you will have the outlook to realise the potential of the Climate Visuals project as well as a keen eye for business opportunities present in our wider work.

Over the past three years the organisation has expanded significantly and now operates internationally. Our expansion is based both on the increasing recognition of the need for our work combined with our growing reputation which has meant we have an ambitious business plan that you will be central to delivering and further developing.

Background

Climate Outreach are an Oxford-based charity and not-for-profit company, and one of Europe's leading specialists in climate change communication. Our aim is to create a society where climate change and its human impacts are understood, accepted and acted upon in a manner that creates a truly sustainable future. We have over 14 years of experience widening and broadening public engagement with climate change, and our reputation is built on our careful and consistent use of academic research in our projects and publications. Through collaborations with some of the world's leading universities, NGOs and governmental bodies we have developed a diverse and growing portfolio of influential projects.

Responsibilities

Estimated division: Climate Visuals Business Development 80% General Business Development 20%

- Develop a growth strategy focused on developing the business potential of our Climate Visuals Project and other Climate Outreach business opportunities. This will require a strong understanding of our services and how customers and clients use them.
- Secure new revenue in line with our business plan and in particular ensure Climate Visuals is self-financing within a year
- Identify new markets and customer needs. Understand the target markets, including industry, company, project, company contacts and which market strategies can be used to further develop new opportunities.
- cultivate new and existing partnerships with influential businesses and stakeholders to generate sustainable income streams
- Develop and deliver financial proposals to clients and represent the organisation in a public facing capacity
- implement a social impact framework to demonstrate more comprehensively the return from investment associated with associated projects
- Prepare contracts ensuring adherence to law, established rules and guidelines
- Manage records of client meetings, discussions. etc on our Customer Relationship Management system.
- Provide feedback and reports to senior management and contribute to the strategic thinking around the development of new income generating opportunities focusing on the Climate Visuals programme.
- Collaborate with other Climate Outreach staff and especially our communications team in developing any resources required to support business development goals.
- Line Management of the Fundraising Coordinator.

Person Specification

Essential

- Proven working experience as a business development manager, or a similar relevant role in the social enterprise space.
- Proven track record in developing new business opportunities.
- Well developed communication and negotiation skills, with the ability to deliver a great pitch as well as convincing copy
- Demonstrably business strategy development skills Time management and planning skills with emphasis on priorities and goal setting.
- Business knowledge either through a relevant degree or similar level of organisational / business experience.
- Strong organisational skills and efficient time management, ability to manage multiple tasks and priorities.
- A self-starter with the ability to anticipate problems and find appropriate solutions.
- Ability to see the bigger strategic picture and integrate into wider organisational planning.
- Ability and desire to learn and pick up new skills quickly.
- Interest in building public engagement with climate change and a commitment to the values of Climate Outreach.

Desirable

- Relevant post graduate qualification such as an MBA.
- Experience of working in the photography or visual communication industry.
- Experience of sales and marketing.
- Experience/knowledge of fundraising from grant making trusts and charitable foundations.
- Previous experience managing staff.
- Good grasp of the Climate Change Communication sector.
- Proficiency in office IT including Google's G suite applications and CRM software eg Civi CRM.
- Experience working in small charity, or non-profit, start up or social enterprise.

Our Values

- Allowing wider sections of society to engage with climate change through their community values is a key element missing in addressing climate change.
- Climate change is not just an environmental issue but cuts across all areas of society: social, economic and political. We therefore prioritise both reaching diverse audiences and diversifying our team.
- We have an important perspective and contribution to make, but only ever have part of the picture and by working with others can collectively address the issue.
- As far as possible, we should exemplify and demonstrate ways of reducing emissions in the short term in ways that will have a meaningful systemic impact.
- Our personnel are our key resource and we will strive to ensure they are motivated by their role, have job security and seek to provide the optimal balance of support and challenge.
- We believe climate change exacerbates social injustice and this threatens stability and wellbeing for everyone. We work to address social injustice throughout our work and support democratic institutions.