



We champion the wider family who care for children

www.grandparentsplus.org.uk

Business Development Manager Secondment/Volunteer

Information Pack

April 2011

An exciting opportunity that is devoted to Grandparents Plus' income-generation activity, this role is ideal for a secondee from the private sector or for someone who has worked in a business development capacity for a larger voluntary organisation.

We are looking for someone who can commit to this voluntary role full-time or part-time for a period of 6-12 months to help us get a new commercial initiative off the ground. If the role is successful, there may be an opportunity for this to become a paid post at a later date.

To apply please email us at info@grandparentsplus.org.uk with your CV and a covering letter setting out why you are suitable for the role. Closing date is Friday 24th June 2011. If you would like to discuss this opportunity further please contact Oonagh Murphy-Jack, Project Manager or Sam Smethers, Chief Executive on 020 8981 8001.

The task

We are developing an ambitious commercial rewards club focussing on supporting the grandparent/grandchild relationship.. Our funder, NESTA (the National Endowment for Science, Technology and the Arts), is supporting the research and development stage. Now we need to secure the commercial expertise to help us get the scheme off the ground. You would be shaping the business plan, making the contacts with retailers and service providers and securing the contracts.

The person

We are looking for someone with a strong commercial background and a good range of contacts who has the energy and drive to make this project happen. Voluntary sector experience is not essential, neither is knowledge of the child welfare or family sectors. The post will report to the Chief Executive.

What do you get in return?

In return we are offering the opportunity to work as part of a vibrant and growing, high profile charity at a critical time. Your work could make the difference to the charity moving on to its next stage of development. You would be working closely with the CEO and would gain valuable insights into applying commercial expertise in the third sector.

If you are considering a move into the voluntary sector or want to demonstrate direct impact in a role then this could be for you.

Background

Grandparents Plus is the national charity (England and Wales) which champions the vital role of grandparents and the wider family in children's lives - especially when they take on the caring role in difficult family circumstances. We work to support grandparents and the wider family by:

- **Campaigning for change** so that their contribution to children's wellbeing and care is valued and understood
- **Providing evidence, policy solutions and training** so that they get the services and support they need to help children thrive
- **Advising and supporting grandparents and wider family members** - by ensuring that they have access to professional advice and information, can have a voice and help each other, especially when they become children's full-time carers.

The charity has grown rapidly in the past 2 years in terms of its activity, influence and profile. With a series of interventions, Grandparents Plus has become a recognised voice in the debate about family policy, progressing our overriding aim to 'redefine the family' for policy makers and service providers.

Grandparents Plus now has 9 staff (6 FTEs) and usually one intern at any one time. We also have a new board of trustees and a secure financial footing on which to move our charitable activity forward.

Our vision

Our vision is of a society in which the vital role of grandparents and the wider family in children's lives is recognised and valued, and where they receive the support they need to help children achieve their full potential.

Our objectives

- To redefine the family for policy makers and service providers – moving us beyond the nuclear model of family life and instead considering the extended family.
- To ensure that the informal caring role is recognised and rewarded.
- To ensure that the needs of full-time grandparent carers are considered and met, alongside those of other families.

Our values

Inclusive: we are approachable, welcoming and non-judgemental. We celebrate the diversity of family life, and we actively challenge prejudice and discrimination.

Authoritative: our work is based on clear evidence, balanced argument and expert understanding of the realities of family life. We provide specialist knowledge about the role and needs of grandparents and the wider family, informed by the voices and experience of grandparents and extended families themselves.

Collaborative: we strive for open and productive relationships with all of our stakeholders, and work in collaborative partnerships and alliances to achieve our aims.

Campaigning: we have a clear agenda for change to improve the lives of children, grandparents and families, and we mount compelling and effective campaigns to challenge the status quo and deliver positive change in opinion, policy and practice.

Our activities

- We carry out research and produce policy briefing papers.
- We campaign for change, influencing at the highest level.
- We deliver training, workshops, seminars and conferences.
- We deliver intergenerational projects.
- We support grandparents and other family and friends carers by running the Grandparents Raising Grandchildren Network.
- We work with social workers and facilitate the Kinship Care Group of professionals.
- We are also providing a new advice and information service from April 2011.

The Rewards Club

We are developing a commercial rewards 'club' targeted at grandparents who spend time caring for their grandchildren, focussing on the importance of the grandparent/grandchild relationship. A bit like a cross between an NUS card and Tesco Clubcard, this scheme would be available online and in the high street. It would provide discounts and special offers to grandparents and also provide commercial partners with access to this growing ageing market worth over £100 billion. It would generate income for the charity through transaction, membership and advertising revenues and would also provide the opportunity for social networking for grandparents who are members of the scheme. You would be tasked with taking the commercial development of this scheme forward.

Other opportunities for this role

In addition to the rewards scheme there are other, related activities which could generate income for the charity. A challenge for us is focus and priorities. You would also be advising the charity on the income generation opportunities that we could develop, how we manage any risks for the charity and what business model(s) we could adopt.

Job Description

Responsible for leading the development of and the delivery of an agreed commercial plan for the charity for 2011-14, engaging the Chief Executive and others as appropriate.

Identification, engagement and contracting with commercial partners for our rewards scheme, developing a strategy for engaging them.

Work closely with the CEO and the Project Manager to developing our 'offer' to potential clients in our chosen priority area(s) and to develop a business model and business plan for the scheme.

Ensure we meet our contractual obligations to our funder, NESTA.

Manage relationships with our advisers, clients and key private sector stakeholders.

Proactively seek and secure business opportunities for the charity in accordance with the agreed plan and priorities.

Optimise revenue generation from income generation activity.

As part of our business plan development, to explore and consider additional and complimentary sources of revenue.

Person specification

A strong commercial background or direct experience of income-generating activity in the voluntary sector, particularly raising income from commercial sources.

A proven ability to convert a service concept into saleable and deliverable services that will realise positive margins.

A proven ability to make sales and achieve sales targets, both revenue and margin.

A good range of commercial contacts.

The ability to develop new relationships in a new market.

Experience of business planning and preparing business plans for board level.

A background in marketing or experience of working with marketing consultants.

A strong track record of delivery in previous roles.

Strong written and oral communication skills.

A methodical approach, with strong attention to detail.

A good team player who is particularly willing to work as part of a small team.

A demonstrable commitment to equality of opportunity.

A self-starter with a 'can do' approach.

Educated to degree level or equivalent relevant experience/achievements.

Terms and Conditions

Post

Full-time/part-time Business Development Manager secondment/voluntary (6-12 months).

Salary

This post is voluntary. For secondees, subject to agreement from your employer, your employer's salary and terms and conditions would apply as you would remain one of their employees for the duration of the secondment.

Location

Our office is based at the Young Foundation, 18 Victoria Park Square, London E2. Bethnal Green tube station (central line) is very close by. We are also on a number of bus routes and close to Bethnal Green and Cambridge Heath railway stations.

Working Hours

A full-time working week is 35 hrs p/w excluding lunch breaks. For part-time posts working days and hours are to be negotiated.

Flexible working

The normal office hours are 9.30am – 5.30pm but it is possible to work flexibly with the agreement of the Chief Executive including some working from home. Much of the activity for this post could be carried out remotely.

Probation Period & Notice

This post is subject to a 3 month probation period during which a one week notice period will apply on either side. Once the probation period has been successfully completed a one month notice period will apply.

Annual Leave

For secondees, this would be determined by your employer's terms and conditions. We ask that volunteers/secondees plan their leave by notifying the organisation in advance.

Pension

For secondees your employer's pension scheme arrangements would apply.

Sickness absence

For secondees your employer's procedure for reporting sickness absence would apply. You would also be required to notify Grandparents Plus of any sickness absence.

Recruitment and Selection Process

Please read the following carefully before applying.

1. Selecting the best person for the job

As part of our commitment to equal opportunities and diversity all candidates are treated equally throughout the recruitment and selection process.

2. Job description and person specification

The **job description** describes the duties of the job. It sets out the range of responsibilities and tasks.

The **person specification** describes the person we are looking for by outlining the abilities, skills and experience needed to do the job.

Please address the criteria specified in the job description and person specification in your covering letter.

3. Personal details

Please make sure that your contact details are clearly displayed on your CV. If you move house or change phone numbers between sending us your form and being interviewed, please let us know.

4. Referees

Please provide two referees. At least one referee must be known to you in a work capacity and should ideally be either your current or most recent employer.

5. The interview

All shortlisted candidates will be contacted by telephone and the interview confirmed by letter or email. You will be informed of the time, date and location of interview as well as given notice of any test or exercise you may need to complete.

Candidates will be asked questions that relate to the job description and person specification and the panel will take notes during the interview. Please be prepared to talk about your experience at the interview, giving examples that illustrate your ability to do the job.

6. Feedback

All unsuccessful candidates who have attended an interview will be contacted by telephone. It is possible to receive feedback if required.