



The Castlehaven Community Association

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Role Description

Title Of Post	Business Development Director
Salary:	£35K plus very generous bonus
Hours of Work:	35 hours per week
Responsible To:	The Castlehaven Board of Trustees
Responsible For:	Enterprise Development, Income Generation; Project Management & Enterprise Staff Management & Support
Annual Leave:	20 days + Bank Holidays + Week at Christmas
Contract:	Full time permanent contract

1. Purpose of the post

The Business Development Director is the head of social enterprise development, enterprise management & and income generation at Castlehaven Community Association. This role plays a crucial role in driving income generation and delivering a step change increase in our finances, ensuring that we play an active and innovative role in the market, delivering services and activities that put our charity, the Castlehaven Community Association (Castlehaven), at the heart of everything we do.

2. Accountability

The Business Development Director is accountable to the Board of Trustees of the Castlehaven Community Association and will ensure a high level of trust develops between the Board, stake holders, enterprise investors, enterprise staff & others.

3. Decision making structure

The Board of Trustees is responsible for determining and overseeing strategy and policy development, along with ensuring the organisation's legislative compliance. It will be the responsibility of the Board of Trustees to oversee the detailed progress of the social enterprises & income generation.

4. Key Responsibilities

- Be an effective member of the Enterprise Development Board, contributing to management, growth & strategic development our 2 existing social enterprises¹.
- Set business priorities and exemplifying standards and behaviours required to support a strong values-based culture within the organisation.

¹ (1) The Littlehaven Nursery & (2) Castlehaven Community Enterprise

Littlehaven Nursery 020 7692 2293 Youth Haven 020 7681 8643 Ageactivity 60+ 020 76922238 Finance Dept 020 7692 2298

- Develop and implement commercial strategies to strengthen Castlehaven's overall business model and financial position with the aim of building on existing income streams and identifying new sources of finance to support our charity.
- Lead the development of new fund opportunities informed by research, learning and operational practice within the organisation, working closely with the Enterprise Development Board to develop a culture of insight-led innovation
- Raise external finance to support the growth of existing & the development & delivery of new activities/services etc. that address Castlehaven's charitable purposes
- Identify business and partnership opportunities with existing and potential partners, identifying joint commercial / impact benefits
- Proactively source new business opportunities including leading on responses to all tender opportunities
- Be responsible for all personnel issues within the enterprises, providing direct supervision and management appraisal to all senior staff.
- Ensure that all other employees, staff and volunteers receive appropriate line management, supervision and annual management appraisals.

Person Specification:

It is essential that in your written application you give evidence of examples of proven experience in each of the selection criteria in Part One of the person specification. These responses will be developed and discussed with those candidates invited for interview, together with the other criteria listed in Part Two and Part Three. The successful candidate will have the following knowledge, experience, skills, and attributes:

Part One: Knowledge and Experience

- A commercial and results-driven mindset evidenced by proven success of developing and managing significant income generating partnerships and achieving substantial income growth
- Proven experience of fund creation and delivery in the social enterprise market and / or commercial world and of raising external finance from partners such as trusts and foundations, private individuals, High Net Worth Individuals.
- Substantial track record of tendering for and securing grants &/or social contracts.
- Proven track record of evaluating and developing new opportunities and channels for partnerships and funding
- Strong evidence of knowledge of commercial business modelling and business case development
- Evidence of ability to understand customer needs and use them to innovate and generate new business ideas
- Strong influencing and negotiation skills demonstrated by an ability to work with and get the best of stakeholders across a complex organisation
- Excellent in-depth knowledge and understanding of the social enterprise sector and experience of building relationships with businesses and other potential stakeholders

Part Two: Skills

- Sound commercial acumen demonstrated in a senior decision-making capacity.
- A persuasive and influential Manager.
- Exceptional interpersonal and presentation skills able to address both large and small groups at local, regional & national levels.
- Commitment to and experience of improving customer services and driving a strong customer focus in a business context
- Strong communication skills, oral and written, and experience of public speaking
- Strong influencing and negotiation skills demonstrated by an ability to work with and get the best of stakeholders across a complex organisation
- Ability to lead, empower, motivate, develop and manage staff
- Experience of working directly with Trustees and of contributing as part of a senior level management team

Part Three: Personal Attributes, Values and Behaviours

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Charity No: 295829 Company No: 2069107 Funded by Camden Council, Central Government and Charitable Trusts

- Positive, pro-active and dynamic
- Inclusive and flexible, with a consultative approach to managership
- Committed to best practice and open to innovation and continual improvement
- Approachable
- Motivated and enthusiastic
- Creative and Innovative thinker
- Proficient MS Office Applications user

Terms and Conditions of Appointment

Business Development Director Pay Plan:

Principles:

- Pay for performance
- Significant opportunity to earn based on profitable growth
- 2018 revenue/costs and profits will be baselines
- Maintain and optimise/grow existing profit streams
- Develop and build business case for new opportunities

Basic Pay:

- £35k pa plus pension and holiday

Bonus:

- Driven by annualised increase in profits on existing enterprises versus 2018 baseline (80% of bonus)
- Discretionary bonus based on other performance areas (20%)
- Baseline c

Bonus Multiplier:

- 10-20% increase in profits = 10% bonus
- 20-40% increase in profits = 20% bonus
- 40-60% increase in profits = 30% bonus
- 60-80% increase in profits = 40% bonus
- 80% + increase in profits = 50% bonus

Other Benefits:

- Childcare Voucher Scheme
- Enrolment into NEST pension scheme
- Season Ticket Travel Loan
- Cycle Scheme - enables employees to get a bike tax-free, saving between 25-42%

How to Apply

To apply for this post, please submit:

- A comprehensive CV.
- A supporting statement that addresses the criteria set out in **Part One** of the person specification (maximum 3 sides of A4) and tells us why you are particularly interested in this role.
- Details of two referees who we would be able to contact at shortlist stage.
- Please also tell us about any dates provided in this pack on which you would not be available to participate in the selection process.
- The closing date for applications is 11th Nov 2018.

Recruitment Timetable An indicative recruitment timetable for candidates is provided below.

Closing date 11th Nov 2018

Preliminary interviews w/c 19th Nov 2018

Final panel interviews with Castlehaven Community Association w/c 26th Nov 2018