

Job Title: Business Development Manager

Reporting To: Group Events Lead

Job Summary:

This exciting new role within the Fundraising team will lead on generating funds by developing and promoting new income streams.

There is no typical week as a Business Development Manager and the role requires a proactive approach. The post holder will identify and deliver profitable business development activity for the following areas: (i) sales related to MAAC training provider - securing group/individual bookings for our training and education courses; (ii) the sale of room hire at our Airbase and Charity Headquarters and (iii) support with other ad hoc income generation projects. .

Working in collaboration with the Chief Operating Officer, Group Events Lead, and Head of Education and Training, the Business Development Manager will develop and execute a plan to promote and grow these revenue streams, building strong relationships with businesses, community groups, and educational institutions.

Key responsibilities:

The responsibilities of the post will be undertaken in accordance with the policies, procedures, and practices of MAAC which may be amended from time to time.

Business development:

- Develop and implement business development plans comprising of sales and marketing tactics to maximise income and grow key business areas:
 - (i) training/education services focusing on two market segments (i) clinical professionals with HEMS specialism and other healthcare providers and (ii) the general public.
 - (ii) room hire.
 - (iii) other ad hoc projects focused on generating income.
- In collaboration with the relevant operational leads, identify and engage potential customers from existing sources as well as new customers from new sources, comprising B2B and B2C groups and individuals for a variety of sectors, including but not limited to corporate organisations, community groups, educational institutions, and health care sector.
- Proactively network and build partnerships to raise awareness of available facilities and training opportunities.
- Undertake business development activity (such as research, cold calling, proposals, tender-based responses etc.) to develop and maintain a pipeline of qualified, prospects,
- Work with the Communications and Marketing team to develop marketing and communications plans and promotional materials to showcase the offerings and drive sales.
- Manage incoming enquiries, bookings, and contracts efficiently to ensure a seamless customer experience.
- Work collaboratively with internal teams, including Facilities, Reception, and Education & Training, to ensure all bookings are actioned effectively and delivered to high standards.



- Establish and maintain strong relationships with clients, ensuring high levels of customer satisfaction and repeat business.
- Tracking and monitoring business performance, working to deliver financial targets and key performance indicators, reporting progress to the Group Events Lead.
- Research and stay up to date with market trends, competitors, and customer needs to inform business development activities.
- Represent the charity at networking events, exhibitions, and meetings to promote services and build brand awareness.
- Ensure all activities align with the charity's values and contribute positively to its life-saving mission.
- Support with bookings administration ensuring guidelines and protocols are always adhered to and all records are up to date.
- Prepare analysis, data, and reports as required.

General:

- Contribute to the annual business planning and budget setting process when required.
- Be a proactive member of the Fundraising and Marketing team, working in partnership with other areas to raise awareness of the charity and maximise the total lifetime fundraising potential of supporters.
- Participate in cross-departmental projects and develop positive collaborative working relationships with colleagues.
- Comply with professional codes of conduct, relevant legislation, and regulatory requirements (e.g., the Institute of Fundraising codes of practice, Charity Commission, Fundraising Regulator, GDPR, and Health & Safety).
- Monitor relationships with suppliers and agencies to ensure adherence to contracts and SLAs and effective use of resources.
- Maintain and improve competencies through continuous professional development.
- Be flexible and carry out other associated duties that may arise, develop, or be assigned in line with the broad remit of the post.
- Work occasional weekends and evenings as required in accordance with the charity's operations.
- Travel across our six-county operating region as required to deliver the requirements of the role.

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification, and barred list checks, which will be required before commencing duties.

ADDITIONAL INFORMATION

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

CHARITY POLICIES & PROCEDURES

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

HEALTH & SAFETY AT WORK ACT

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided. All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity" and specifically with reference to hand hygiene and aseptic techniques.

CONFIDENTIALITY

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

FREEDOM OF INFORMATION

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

CONTINUING PROFESSIONAL DEVELOPMENT

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

REGISTRATION

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

DISCLOSURE AND BARRING SERVICE (DBS)

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment

SAFEGUARDING

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

TRAVEL TO OTHER SITES

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

SMOKING STATEMENT

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

DIVERSITY AND EQUAL OPPORTUNITIES

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.