



# Business Development Manager

## Appointment Brief

## Business Development Manager

**If you want to change lives, call us - we want to hear from you!**

Become part of a dynamic charity, with a great mix of people committed to making a real difference for young people through a range of fun and challenging programmes and initiatives.

Action4Youth changes lives and creates better chances for young people by creating opportunities to discover their personal strengths and potential.

We work with young people from all backgrounds and all abilities to make a real difference to their futures.

We are a respected and dynamic charity based in Buckinghamshire and Milton Keynes but reaching young people across the wider south east region.

The organisation is currently in a period of ambitious growth as it increases its influence and reach. The role of Business Development Manager will add energy, purpose and substance to the team as it pushes forward at an exciting time. This is an opportunity for someone with a can do attitude and a strong desire to make things happen.

You will join a supportive, driven, committed team whose desire to achieve is matched by an intention to enjoy work on a day to day basis. You will be based in an open plan office in Aylesbury and should expect to enjoy being part of a collaborative, loud and energetic organisation.

### **Our Corporate Strands**

- Outdoor adventure and learning
- Programme Delivery - our Inspiration Programme and other programmes are designed to enable young people to discover their strengths and optimise their potential
- Infrastructure Support

### **Our Corporate Goals**

- To provide outdoor education to enable young people to grow and develop
- To provide fit-for-purpose, demand-led infrastructure support that strengthens the capacity of youth organisations and enhances their voices and influence

- To deliver, in addition to outdoor education, a range of frontline services which contribute directly to the Action4Youth mission

## What we do

Action4Youth is a leading delivery partner for the National Citizen Service (NCS) and consistently over delivers in terms of both quality and quantity.

Action4Youth takes the strategic lead for the voluntary organisations supporting children and young people aged 5 – 25 years across its area. It has around 100 organisations in membership and offers a range of essential support and services.

Our outdoor centre, Caldecotte Xperience in Milton Keynes, creates opportunities for young people to have amazing, challenging, fun and sometimes transformational experiences. They learn what they can do rather than what they can't, building their confidence and self-belief.

Action4Youth is the operating authority for Buckinghamshire and Milton Keynes for Open Awards Groups for the Duke of Edinburgh Award Scheme.

## Job Description

### Job Title

- Business Development Manager (BDM)

### Location

- Aylesbury, Bucks with work from home and travel

### Position in the Organisation

- Reports To: Development Director
- Responsible For: Driving revenue success of A4Y
- Working With: CEO, Senior Managers and wider A4Y team

### Main Purpose and Scope of the Role

The Business Development Manager (BDM) will have primary responsibility for selling Action4Youth's range of services to the education and voluntary sector and thereby increasing the volume of young people who will benefit and the organisation's sustainability.

### Duties and Key Responsibilities

- Meeting pre-agreed targets
- Increasing revenue performance LFL against all calendar months – max the high performance months and increase the lower revenue ones
- Direct selling, marketing and strategic analysis
- Researching market trends
- Targeting new relationships and growing existing
- Research prospective accounts in targeted Geographic areas
- Pursue leads as well as cold-call approach
- Use appropriate marketing tools to attract clients/revenue
- Maintain current relationships and drive organic growth
- Understand the market in which we operate, our competition and positioning
- Follow the latest developments that impact A4Y both internally and externally

### General Responsibilities

- Support events and meetings when required.
- Support the continued development of quality standards as specified by Action4Youth.

- To have regard for the vision of Action4Youth and to display a commitment to equal opportunities and to the protection and safeguarding of children, young people and vulnerable adults.
- Report any behaviour, conversations or comments which are inappropriate within a setting for children and young people.
- To carry out any other Action4Youth duties as required by your Line Manager, CEO or Directors.
- Administering own workload which includes meeting targets and deadlines in line with the Action4Youth Performance Management System.
- Attending relevant CPD training events in line with Performance Management appraisal.
- Undertaking responsibility, as part of the team, for all Health and Safety work related matters.

Working within the guidelines of Action4Youth policies and procedures

Person Specification:	Essential (E) Desirable (D)	Demonstrated at: Application (A) Interview (I)
Skills, Experience and Knowledge		
Qualifications		
Personal Attributes		

## To Apply

To apply for this role please send a copy of your CV and a covering letter explaining why you are applying for this position to [jan.knight@action4youth.org](mailto:jan.knight@action4youth.org)

If you would like an informal chat regarding the role please email Jenifer Cameron [jenifer.cameron@action4youth.org](mailto:jenifer.cameron@action4youth.org) or call 0300 003 2334

Closing Date for Applications: 14<sup>th</sup> February at Noon

Interview Dates: Week commencing 17<sup>th</sup> February

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