



Business Development Manager

Candidate Information

March 2022

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Hello and thank you for taking the time to read about this exciting new opportunity to drive the development and growth of The Gingerbread Centre.

The Gingerbread Centre exists to provide accommodation and a whole range of support to families in the Stoke-on-Trent and surrounding areas who would otherwise be homeless. The organisation is now at a particularly exciting time in its story and we are searching for a proactive and enthusiastic individual to join us in this newly designed role; to help shape and develop the Charity in a way that will make long-lasting positive impact for the people who use our services.

We're looking for a self-driven Business Development Manager who can create and deliver income raising and strategic development activities that enable us to achieve our social purpose.

You will have proven experience in designing and delivering strategies for growth, and the communication and influencing skills to turn ideas into tangible results.

If you have the passion, the skills and the experience to help shape the future of The Gingerbread Centre and work to increase revenue streams, raise our profile and build strong external partnerships, please do read on.

Best Wishes,

Trustees

What we're looking for

Role Profile: Business Development Manager

The Business Development Manager will be responsible for the development and implementation of key strategic initiatives aimed at increasing income and advancing The Gingerbread Centre's strategic position at both national and local level.

As a member of the Senior Management Team, you will report to the CEO and support with the overall development of the Charity.

Role Purpose

- Develop, plan and deliver the strategic direction of The Gingerbread Centre (TGC), working in conjunction with the CEO, Board of Trustees and closely with the Management Team.
- Initiate and maintain strategic relations for the growth and development of TGC.

Strategy & Planning

- Develop, drive and lead the strategic development of TGC to achieve agreed long-term organisational goals.
- Identify and develop opportunities for growth that will allow TGC to fulfil its mission of supporting vulnerable people.
- Work in conjunction with CEO to ensure that appropriate resources and operational systems are available to turn strategy into reality.
- Plan budgets and forecasts in conjunction with the Treasurer and Finance Manager.

Income Generation

- Develop, drive and lead the income generation and fundraising strategy to increase donations for the Charity.

Management

- Provide line-management, guidance and support to Fundraiser.

Finance (in conjunction with Treasurer and Finance Manager)

- Produce and monitor robust budgets and forecasting in line with agreed strategic goals.

External Relationship Building

- Maintain and develop key stakeholder relationships with the clinical and business community.
- Ensure the Charity is appropriately represented on relevant external committees.
- Work to raise the profile and influence of the Gingerbread Centre with the wider community, including with Stakeholders, external committees, and commissioning bodies.

This job description cannot represent an exhaustive list of duties and may need to be amended in the light of experience, development or organisation and service changes.

The successful applicant will be appointed subject to satisfactory references and DBS check.

Person Specification – Business Development Manager

Education / Qualifications:

- Educated to degree level or equivalent.
- An in-depth awareness and understanding of strategies, initiatives, and projects (at local, regional and national level) that impact Homelessness and the not-for-profit sector.
- Knowledge of best-practice and up-to-date thinking to inform strategic planning and decision making.

Experience:

- Experience of working at a senior level that requires a high level of strategic awareness.
- Experience at developing and leading strategic plans and company objectives.
- Experience of developing commercial entities to enable achievement of social purpose.
- Experience of establishing and building effective partnership arrangements to increase revenue streams.
- Experience of budgeting, forecasting and financial management.

Skills and Abilities:

- Ability to articulate a clear vision for the future of the organisation.
- Demonstrable success in working in and leading high performing teams.
- Strategic thinker with an eye on the future.
- Strong skills in understanding and analysing financial and business-related information.
- Strong communication and interpersonal skills.
- External focus, with the proven ability to build networks and work in partnership with others.
- An approach that is risk aware, not risk averse.
- Empathy with the organisation/sector and its current challenges.
- Resilient, tenacious and outcome focussed.

What we're offering

Salary: £40-45,000 per annum.

Time commitment: Full time. There will occasionally be some evening and weekend meetings/events.

Base: The Gingerbread Centre, Stoke-on-Trent with the possibility of working from home when appropriate.

Annual leave: 25 days plus bank holidays, raising to 30 with 5 years' service.

Pension: Contributory pension scheme.

Health Care: Health Care Cover after 6 months' employment.

Who are we?

The Gingerbread Centre is a warm, friendly charity based in Stoke-on-Trent that works closely with the families we support.

The Centre was established in 1977 in Stoke-on-Trent, providing 24 hour supported accommodation for homeless lone parent families from across North Staffordshire. In 2014, we extended our service to include couples with children.

We also work with partners across Stoke-on-Trent and North Staffordshire to provide floating support to families in the community at risk of homelessness. The families we accommodate include:

We provide short-term accommodation, personal development, training, advice and encouragement, so families can regain their independence and see the benefits of this support on a daily basis. Our work impacts on parents and children - crossing the generational gap - leaving a lasting impression on all.

We help lone mums, lone dads, couples with children, single pregnant women and teenage couples with children

Many of the people we help have complex needs, such as poor mental health, drug and alcohol addictions, learning disabilities and many have experienced domestic abuse.

With a small team of staff, The Gingerbread Centre relies on the support of individuals, community groups, companies and volunteers to enable us to continue providing this quality service for families who are homeless or at risk of homelessness every year.

**In the words of
two people we
have supported**

"I think most families are at Gingerbread for near enough similar reasons, and it's not always something you want to share with the world. There are certain things you might not want people knowing - you might feel ashamed, or embarrassed, or worried about what people might find out. It's so much easier to talk to someone who has been through what you've been through, rather than someone who's just pretending to understand.

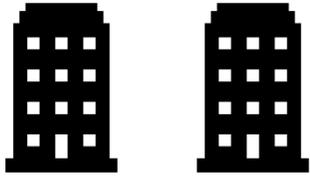
If I had a problem, I could go to any member of staff at Gingerbread. There wasn't one person that I didn't feel able to talk to if I needed to. You can trust everyone there. You know they won't judge you and they'll help you if they can. That's what talking to people at Gingerbread felt like - no judgement.

We've since moved out of the centre into our own home, and while I loved our time at Gingerbread, I was excited to be moving on. Having lived by myself since I was 17 years old, I'm used to being independent. They understand that and helped me secure my new home.

Gingerbread supports you the whole way through, from the day you arrive to after you begin living how you want to, as a family, and together as family is exactly how it should be."

**"I rebuilt my family during my time at
the Gingerbread Centre."**

Who we are – Facts and Figures



2 sites - 33 units of accommodation



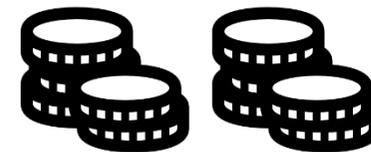
24-hour support for families



11 Full Time and 24 Part-Time Staff



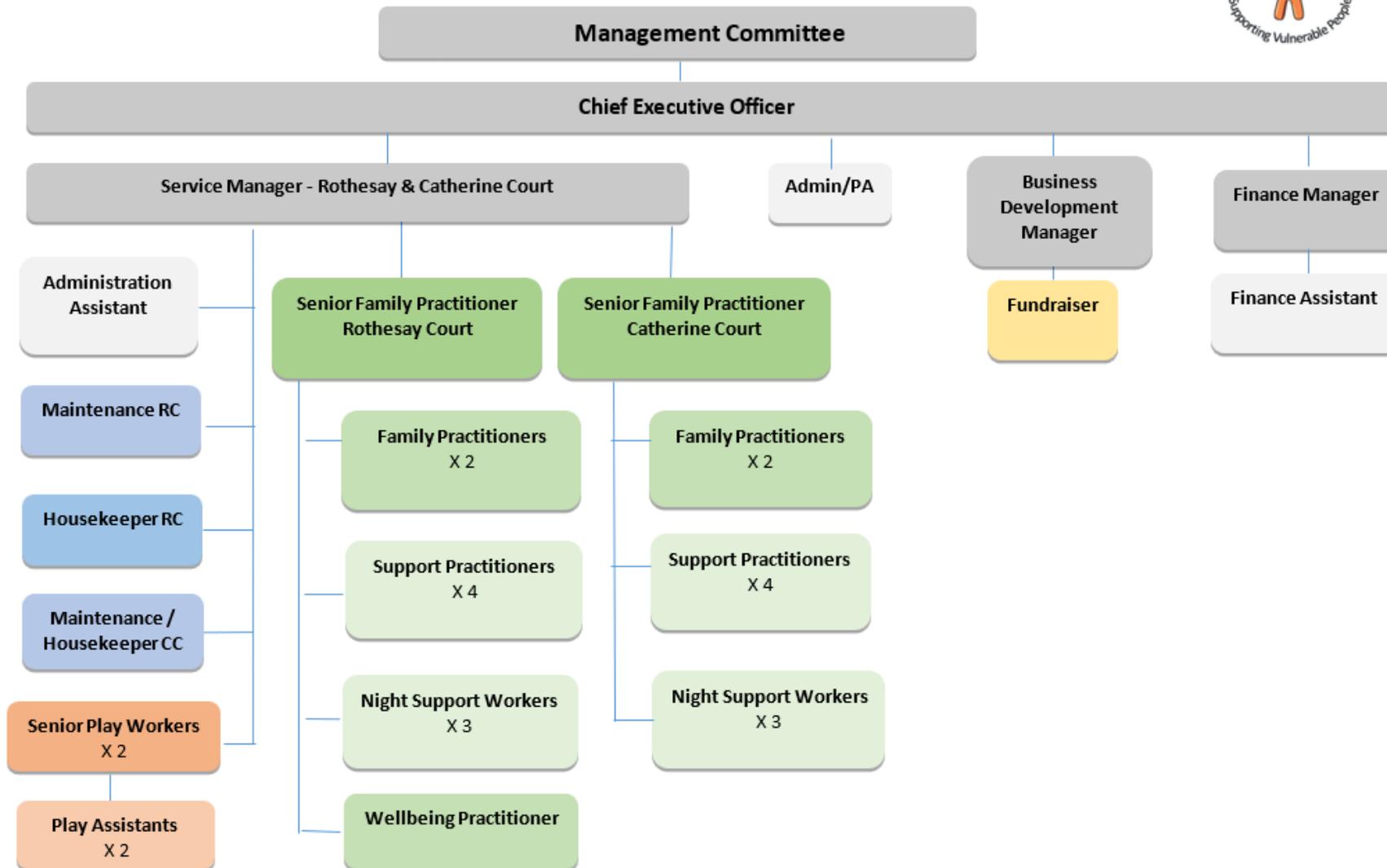
Growing Board of Trustees



2021 income: £1,074,837

Stoke on Trent and District Gingerbread Centre Ltd

1.05 - Management and Staff Structure



Still interested? Next Steps...

We'd like to read your CV, once you have reviewed it to make sure it illustrates how you match up to what we're looking for. Please make sure your CV isn't more than 3 pages.

We'd also like to hear about you in your own voice, so please record a short video of yourself – no more than 6 minutes in total. Begin by introducing yourself and then address the following three questions:

- 1 Having read the information in this pack, how do you feel your leadership style and approach fit with our culture and organisation?
- 2 What are your most impactful achievements relevant to this role over the past three years?
- 3 Tell us what professional expertise you would bring to this role?

Once you're ready, then send an email to admin_assistant@gingerbreadcentre.co.uk attaching your CV and a completed equal opportunity form and let us know how we can access to your video. We suggest you use WeTransfer or another similar service) to send your video.

Your CV and video must get to us before 12pm on Friday 27th May 2022.

Dates to note

Deadline for submission of CVs/video

12pm on Friday 27th May 2022

Any questions?

Contact Michaela Byatt in our team if you have any queries by emailing Michaela on admin_assistant@gingerbreadcentre.co.uk or call on 01782 344740.

We look forward to hearing from you!