

Overall Job Purpose:

The Business Development Manager will make a meaningful and fulfilling contribution to one of the UK's top post-16 Arts Colleges. Working with the Senior Leaders you will be responsible for fulfilling the incredible potential for CAPA College as it opens in its purpose built multi-million pound specialist facilities. You will be expected to develop, implement and deliver a sustainable business development strategy to attract financial support, maximise income generation and raise the profile of CAPA College with external stakeholders, businesses, sponsors, trusts and foundations.

Accountability - Specific

- Work with Senior Leaders to develop and deliver a business development strategy that supports the College in presenting an appealing proposition for external stakeholders, donors, patrons, sponsors, trusts and foundations.
- Maximise income revenue and generation whilst raising the profile of the College.
- Regularly analyse, evaluate and review the business development strategy updating and adjusting as necessary.
- Develop, implement, support and deliver creative ideas for additional income generating opportunities during and after the completion of our new build.
- Prepare, write and present funding applications, proposals and reports to a range of low-level to high-level grant making trusts.
- Keep up to date with current fundraising developments, approaches, opportunities and methodologies, integrating these into planning where appropriate.
- Develop relationships and source support from the corporate sector for sponsorship, charitable donations and gifts in-kind.
- Be a visible senior ambassador for the College by cultivating effective relationships and strategic partnerships with business, digital, cultural, media, educational and arts organisations
- Ensure that all sponsorship benefits and branding agreements are delivered.
- Devise and oversee the delivery of a programme of fundraising events to cultivate new and existing relationships with funders and supporters.
- Accurately maintain and manage all relevant date, records and reports.
- To liaise with the Marketing and Communications Officer to ensure that a CAPA College funders/sponsors list is kept up to date on the college website, at performances and front of house.
- To maximise income and minimise expenditure wherever possible, without jeopardising the quality of the work or the reputation of CAPA College.
- Research, prepare and submit applications for suitable public funding schemes from government and international agencies and local authorities.
- Research and source potential support from individual donors. Cultivating relationships and creating avenues and opportunities for donations and other gifts.
- Produce quarterly effective financial and non-financial performance reports for the Principal and Governors.
- Liaise with Senior Leaders to assess our new build facilities for lettings, outreach and other income generation suitability (due for completion in Summer 2020).
- Liaise with Senior Leaders to develop, implement and deliver a commercial strategy for the college which maximises income and growth across activities such as catering, lettings, outreach and performances.
- Liaise with the Marketing and Communications Officer to developing a marketing and publicity plan to support all Business Development activities.

- Work with the Finance Manager to keep accurate and up-to-date financial records and reports of fundraising and sponsorship activity.
- Liaise with the Finance Manager to ensure the effective management of contracts and relations with external providers so that they make a demonstrable contribution to support the needs of CAPA College and provide value for money.

Accountabilities - Generic

- Participate in management and planning meetings when required to ensure that implications for funders are considered in key planning and scheduling decisions.
- Attend regular staff meetings and update the wider organisation on business development work.
- Serve as a role model based on high standards and professional conduct.
- To always act in the best interest of CAPA College
- To present the best possible image of the College in general, and in particular, in all contact and communications with the general public, visitors, parents, students, customers, suppliers and all other external organisations.
- Be aware of and comply with policies and procedures relating to health and safety, equal opportunities, confidentiality and data protection at all times, reporting all concerns to the appropriate person.
- To comply with the College's Staff Code of Conduct
- Maintain confidentiality in relation to all work undertaken
- Contribute to the safeguarding and promotion of the welfare and personal care of students and with regard to Child Protection procedures.
- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Undertake any professional development as needed and as determined by the Principal.
- Carry out such duties as may be reasonably assigned by the Principal.
- Participate in the College's staff appraisal system.

This job description will be reviewed annually, and updated as required, in line with the ongoing development of CAPA College. It is not a comprehensive statement of procedures and tasks, but set out the main expectations of the College in relation to the post holder's professional responsibilities and duties.

Employment checks required of this post:

- Evidence of entitlement to work in the UK.
- Evidence of essential qualifications as detailed in the Person Specification.
- Two satisfactory references.
- Evidence of a satisfactory safeguarding check e.g. DBS

CAPA College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All employees are subject to an enhanced DBS check prior to taking up appointment with CAPA College.