

Job Description

Business Development Lead for Vulnerable Children

BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school.

Working with every local authority and across every region in England, Northern Ireland, and Wales, and supported by Arts Council funding, we reach over 3.9 million children a year with books and resources through partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children excited about reading from an early age.

Job purpose

We are looking for an ambitious, pro-active, and engaging individual, with substantial and proven business development experience to design and deliver a strategy that will identify and secure the new customers and partners we need to deliver new support to vulnerable children.

Our ambition is to enable equal life opportunities for all children through developing regular reading habits. Reading brings profound and wide-ranging benefits that can have lifelong impact on children's lives. These benefits have the potential to be particularly lifechanging for vulnerable children: reading supports attachment and bonding, stability, emotional regulation, and helps children explore issues of identity.

Your business development skills may come from work in the local government, charity sector or from wider corporate and commercial environment. Ideally, you will be able to complement these skills with knowledge and experience of working within the public sector, and some understanding of the needs of vulnerable children, their families and the professionals who work with them.

You will lead our work with partners in the vulnerable children sector, ensuring we reach new customers within the system to bring about the transformational benefits of reading to those who need it most.

This is an exciting and influential new role. Our work with vulnerable children is at the heart of our strategy. We are ambitious to reach more looked after children, previously looked after children, children in kinship care, and children on the edge of care across England, Wales, and Northern Ireland. You will be part of a dedicated team developing a portfolio of new offers centred around the needs of these children.

Location: This post can be based in either our London office in Battersea or our Leeds head office. BookTrust is a hybrid working organisation and from the autumn will be moving to the expectation of at least 8 in person meeting days each month. There's an additional requirement for occasional UK travel to engage with our users, partners and beneficiaries across the country and to connect with colleagues in our other hub locations.

Contract: Permanent, Full Time

This post holder will report to: Director of Design, Development & Strategy Planning

This post holder will manage: N/A

Key responsibilities

Leading the definition and activation of our new business development and sales strategy in this sector, to secure customers and generate income to help us reach the most vulnerable children.

- Proactively identifying and securing new customer relationships with local authorities, private sector businesses, charities and social enterprises.
- Managing a pipeline of new customers. Accountability for the account management of each new customer relationship, so that our support reaches children and families and generates the income that supports this.

Partnering across the organisation and externally to maintain and develop current and new customer relationships

- Acting as one of our spokespeople, confidently talking about our interventions and ambitions with an excellent understanding of how our offers can drive behaviour change for vulnerable children.
- Partnering with teams and individual experts across the organisation to promote and market our portfolio of offers.
- Working closely with colleagues in our existing Partnerships Teams across England, Wales and Northern Ireland, to ensure we are delivering a joined-up offer to existing local authority partners and customers.

Supporting the design and development of BookTrust's portfolio of offers for vulnerable children

- Bringing customer insights to the existing Development Team to ensure our offers meet the needs of customers and beneficiaries.
- Working with colleagues across the organisation to stay abreast of the latest developments across the system. Identifying and interpreting relevant market trends that may impact our work in this area, including regulatory, policy and funding factors.
- Participating in regular strategy development workshops and other creative sessions to build and refine our offers.

PERSON SPECIFICATION

| CRITERIA | Essential or Desirable |
|--|------------------------|
| Experience | |
| An established track record of identifying and securing new customer relationships. With proven ability to lead on all elements of customer management, from identification and initial approach to agreeing and signing off costs and deliverables. | E |
| Proven track record of developing new business development strategy, to identify and secure new customers. | E |
| Account management experience, experience of managing multiple customer relationships. Generating opportunities with new customers, managing a portfolio of accounts. | E |
| Experience of building excellent relationships with senior stakeholders, internally and externally with a focus on developing relationships in new areas. | E |
| Experience of partnership formation and negotiating business and management arrangements with partners organisations. | D |
| An established network of contacts across local government and the vulnerable children's system. | D |
| Skills and Attributes | |
| Excellent negotiation and influencing skills, with a creative approach to working with customers | E |
| Strong analytical skills, able to pull insights from customer conversations to support understanding of market trends and inform product development | E |
| Comfortable leading change and role modelling positive behaviours | E |
| High level of tenacity | E |
| Critical thinking, solution oriented | E |
| Able to provide clarity and direction | E |

***E = essential criteria**

D = desirable criteria

Terms and Conditions

- Salary: £50,000 - £55,000 per annum
- 28 days holiday, plus public holidays.
- Pension scheme – 7% employer contribution.
- 3 x salary life assurance
- Employee Assistance Program
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply, you must submit your CV and attach a covering letter of no more than two pages outlining your suitability in relation to the person specification.

Our Commitment to Diversity and Inclusivity

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on HR@booktrust.org.uk or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.