

Business Development Director

Candidate Pack

Candidate pack: Business Development Director

Dear Applicant,

Thank you for expressing an interest in this new and exciting role working across West Yorkshire for Leeds Mind and Mind in Bradford.

About West Yorkshire Mind

This appointment comes at an exciting and challenging time. Like all organisations we have been managing our organisations throughout the COVID-19 pandemic and have seen an increase in usage of our services to provide support to the Leeds, Bradford and Craven areas.

We have adapted and revised our support to meet the increased and changing needs but now need to build on this further to develop our ways of working. Like many organisations, we are facing challenges but we recognise that the challenges also provide opportunities to drive innovation and service improvement, building on our strengths. As mental health service providers, we are committed to providing the best possible support for our growing number of clients so they can be the best version of themselves.

Over the last few years, Leeds Mind and Mind in Bradford have developed a positive and mutually supportive relationship that has enabled each organisation to develop and provide great support through a range of services to our clients.

Currently, NHS commissioning broadly occurs at place level e.g. Bradford and Craven or Leeds but from July 2022 it will be based on the West Yorkshire and Harrogate Integrated Care System (ICS) level. Both Boards agree that through closer collaboration, we could do even more to improve the lived experience of people living with mental health problems in our current place-based areas and in the wider West Yorkshire area.

In discussion with our respective Boards and with the support of Mind nationally, we have agreed to establish a West Yorkshire Mind Brand and a Memorandum of Understanding (MoU).

The purpose of the MoU is to work more closely together on specific projects to:

- build strong partnerships and alliances with local commissioners, other VCS organisations and with external organisations including corporate partners;
- create a West Yorkshire wide voice and develop a strong influencing role;
- promote high quality service delivery across West Yorkshire and increase the coverage of Mind mental health services across the West Yorkshire and Harrogate Integrated Care System (ICS)
- generate income to secure the sustainability of our services.

We are very excited at the new opportunities a closer collaboration will bring. We aim to reach more people and have the biggest possible positive impact on their lives. We hope to enhance the breadth and depth of support and expertise available to both organisations to continue to develop and thrive in the everchanging landscape we are living within.

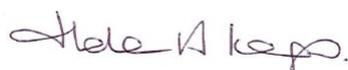
To support us in driving the above ambition we are looking to appoint a Joint Business Development Director to strengthen place based and West Yorkshire based delivery and impact. If you feel you can help us to realise our ambitions, we will be delighted to discuss the opportunity and receive your application for this exciting and rewarding role.

A handwritten signature in black ink that reads 'H. Davey'.

Helen Davey

CEO

Mind in Bradford

A handwritten signature in black ink that reads 'Helen Kemp'.

Helen Kemp

CEO

Leeds Mind

About Mind in Bradford

Mind in Bradford is a thriving organisation, making a big positive difference to the mental health and wellbeing of far more people than ever before.

The organisation helps build individual and community resilience, provides early intervention and advice, supports people in crisis and helps people to work towards recovery and sustained wellbeing through services for people of all ages, delivered from sites across Bradford, Airedale, Wharfedale and Craven.

Over the past three years Mind in Bradford has gone through a transformation, from surviving to thriving, winning national Mind awards for partnership, leadership and service innovation along the way.

During this period of transformation, we have been very successful in diversifying our income streams, moving from being almost entirely reliant on Local Authority funding, to a sustainable funding model generating income through CCG, Primary Care and Local Authority contracts, trusts and foundations, and community and corporate fundraising, thereby achieving an increase in annual income of 185%.

About Leeds Mind

Leeds Mind has been supporting the mental health of people in and around Leeds for 50 years.

We promote positive mental health and wellbeing, and provide help and support to those who need it. We offer many services, including: counselling, group therapy, social support, peer support, social prescribing, employment support, suicide bereavement support, and mental health training. We are also about to launch a new Children and Young People's service, offering much needed mental health support for the younger members of our community.

As a Local Mind Association, we are passionate about mental health and wellbeing both for our service users and staff and promote a culture of inclusivity across all of our work. We have successfully diversified our income to come from a variety of sources including statutory funding, trusts and foundations, training delivery and fundraising.

Job description

- Post: Business Development Director across West Yorkshire
- Location: Flexible with strong visibility at both Mind in Bradford and Leeds Mind
- Hours: Full-time
- Grade/Salary: £47,665 to £50,737 (2021/22 scale)
- Responsible to: CEO Mind in Bradford and Leeds Mind
- Employed by: Mind in Bradford
- Responsible for: Business Development Teams based in both Bradford and Leeds

Purpose of the post

We are looking for a dynamic Business Development Director to lead our current Business Development Functions across Mind in Bradford and Leeds Mind and the West Yorkshire footprint. The post holder will have strategic responsibility for business development, income generation, partnership building, fundraising, commercialisation of services, marketing and digital developments both at 'place' and for the West Yorkshire footprint. The post holder will also lead our competitive tendering processes while seeking out new opportunities to grow and expand our offering.

Main tasks and responsibilities

1. Leadership and Management

- a. Provide proactive leadership, support and management to both Business Development Teams enabling operational targets to be achieved and ensure team members are motivated and fulfilled in their roles.
- b. Work across the Senior Leadership Teams, Boards and with CEOs of both organisations to help inform our long-term financial/business modelling and clarify priorities for investment; help us accelerate the biggest opportunities in our individual strategies and the emerging West Yorkshire landscape.
- c. Maintain awareness of fundraising and charity law and ensure that any activity adheres to relevant legislation and guidance.

- d. Take overall budget accountability for each Business Development team and report in line with respective organisational requirements.
- e. Ensure that performance management is carried out throughout the teams and operational areas.

2. Income Generation

- a. Develop and implement an income generation strategy including tendering for commissioned services, maximising voluntary income through fundraising and training income.
- b. Build our vision and ambition for leading scalable growth and impact through community networks and supporter engagement/ experience so we can raise more income, increase awareness and action and influence public attitudes.
- c. Ensure that our strategies are rooted in clear business models that enable us to build on historic trends and to scenario plan future impact, informing investment cases for further support.
- d. Have strategic responsibility for diversification of income streams and increase unrestricted income to satisfy challenging targets.
- e. Lead on fundraising ensuring that all our donors feel valued and are kept informed of the impact their donations make to people living with mental health difficulties.
- f. Build and maintain strong relationships with commissioners, partners, corporate organisations and donors to identify opportunities for the generation of new, sustainable income streams.
- g. Take an entrepreneurial approach to the commercialisation and upscale of services and tradable products– including our training service and digital platforms.
- h. Lead on all statutory bid writing and applications to Trusts and Foundations ensuring opportunities are maximised across West Yorkshire.

3. Communications and Marketing

- a. Work both independently and across the Mind network to investigate the possibilities around collaboration and the growth of services and campaigns.

- b. Make sure we maximise opportunities in our community engagement and corporate fundraising programme
- c. Help to shape our marketing and communications strategy and data vision and ongoing CRM implementation
- d. Oversee both charities' digital communications and fundraising platforms to ensure they are cohesive, future proofed and fit for purpose.
- e. Manage the websites of both organisations ensuring activities and objectives are shared in a positive way,
- f. Ensure implementation of Mind brand guidelines and ensure our reputation is upheld through positive, consistent and accurate communications.

4. Organisational

- a. Ensure that you and your teams are aware of and works in accordance with relevant organisational policies and procedures
- b. Prepare and present accurate and clear reports as required
- c. Actively participate in internal and external meetings as required
- d. Ensure that professional boundaries are maintained at all times.
- e. Perform any other duties from time to time that may reasonably be required.
- f. Be familiar with the Leeds Mind and the Mind in Bradford 'Code of Conduct' and to ensure that it is followed at all times both by staff, volunteers and clients.
- g. Participate in individual and group supervision and internal/ external staff development and training.
- h. To take responsibility, with colleagues, for ensuring that all Health and Safety requirements are met and other Company all policies complied with.
- i. Complete mandatory training related to the role.
- j. Work in alignment with the aims, objectives, and core values of Mind in Bradford and Leeds Mind.

Person specification

	Essential	Desirable	Shown by
Qualifications	Educated to degree level or demonstrable equivalent experience at an appropriate level.		Application form
Experience	<p>Completing successful tenders or funding bids.</p> <p>Building relationships with commissioners, funders, stakeholders and partners.</p> <p>Proven successful line management of staff/ teams</p> <p>Developing and delivering income generation strategy.</p> <p>Managing a diverse set of work priorities</p> <p>Budget management & financial modelling</p> <p>Proven success in an income generation role.</p>	<p>Fundraising/ events management</p> <p>Marketing/ communications environments</p> <p>Corporate environment/ commercial role</p> <p>Lived experience of mental health</p> <p>Management of digital platforms/ literacy</p> <p>Management of donor relation/ CRM systems</p> <p>Developing new services for income generating purposes</p>	Application form and interview

<p>Skills</p>	<p>Leadership</p> <p>Motivate and inspire</p> <p>Networking</p> <p>Negotiation</p> <p>Business acumen</p> <p>Communication (written & verbal)</p> <p>Presentation skills</p> <p>Well-organised</p> <p>Problem solving and decision-making skills</p> <p>Attention to detail.</p> <p>Wide range of IT skills (including database/ spreadsheets / word etc)</p>	<p>Be able to resolve conflict</p> <p>Knowledge of mental health policy and practice</p>	<p>Application form and interview</p>
<p>Abilities</p>	<p>Plan and prioritise own work</p> <p>Engage with people who use the service.</p> <p>Work under pressure, to tight timescales and targets</p>		<p>Application form and interview</p>
<p>Knowledge</p>	<p>Of third sector services</p> <p>Of the NHS commissioning system.</p> <p>Of charitable trusts.</p>	<p>Of Voluntary sector services in Bradford, Craven and Leeds</p>	<p>Application form and interview</p>

	Of commercial services/ trading	Of corporate environments/ CSR Appropriate CRM/ fundraising database	
Attitude and Personal Attributes	<p>Open, patient and flexible</p> <p>Resilience</p> <p>Understanding that mental health difficulties are a natural part of life.</p> <p>Involvement of users of services in design, delivery and review of services.</p> <p>Self-motivating and enthusiastic</p> <p>Commitment to providing a person-centred service</p> <p>Commitment to working in ways which challenge discrimination</p> <p>Understanding and commitment to the values and work of Mind in Bradford</p> <p>Willingness to work according to organisational policies and procedures.</p>		Application form and interview

Mind in Bradford and Leeds Mind are fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the people we aim to support. We warmly welcome applications from *all* suitably-qualified candidates.

BENEFITS

- Remuneration: £47,665 to £50,737 (2021/22 scale)
- Holidays: 25 days plus Bank Holidays (increasing to 28 days plus Bank holidays)
- Pension: We operate a contributory pension scheme
- Other: Life assurance, health cash plan & employee assistance programme

TIMETABLE & INTERVIEW PROCESS

Applications must be submitted by 9am on 4 July 2022.

First interviews will be held **14 or 15 July 2022**

To be considered for the role

To express an interest in the role and to be considered, please submit the following:

- An up-to-date CV.
- A covering letter explaining how you feel you meet the criteria for the role and highlighting your experience and knowledge of or passion for our cause.

Completed expressions of interest should be submitted to:

recruitment@mindinbradford.org.uk

Further information

If you have any queries about any aspect of the appointment process, need for additional information or wish to have an informal and confidential discussion then please contact Sue Sumner, HR Manager at susan@mindinbradford.org.uk

If you would like to be part of a vibrant, forward-thinking team within our organisation please get in touch!

Mind in Bradford

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mindinbradford.org.uk

Registered charity number 1142357

Leeds Mind

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LS18 4LB

T: 0113 3055800

leedsmind.org.uk

Registered charity number 1007625