



## **Business Development Lead**

Reports to: Director of Professional Services and Organisational Development

Grade: E

Location: Homeworking.

Ability to travel occasionally across the UK and to come into Birmingham, BASW Head Office (37 Waterloo Street, B2 5PP) at least quarterly.

### **MAIN PURPOSE AND SCOPE OF THE JOB**

To provide operational business development expertise across the association. The postholder will develop new sources of income and business opportunities for the association to meet business diversification targets, working collaboratively with teams across BASW. This will include leading on any tender applications, developing proposals and sourcing partnership opportunities. The postholder will hold the operational lead for BASW's employment services company Social Work Employment Services (SWES) and will ensure all the business of BASW is undertaken and developed in line with our vision, values, governance structures and ethical code.

### **KEY RESPONSIBILITIES**

1. Leading on the development and delivery of our business development strategy to ensure we reach our business diversification target (20% non-membership income).
2. Leading on the preparation and writing of tender responses and business proposals to increase the number, range and value of contracts and services delivered.
3. Supporting the delivery of BASW's annual business plan and strategy in relation to business development activities.
4. Maintaining up-to-date market and competitor analysis research including horizon scanning and PESTLE analysis.
5. Managing SWES on a day-to-day basis aiming to continue increasing growth and the year-end surplus.
6. Exploring opportunities for further partnership development and external stakeholder relationship development.
7. Providing operational business development expertise and leadership for the organisation collaborating with teams across the organisation ensuring we are more commercially focused on our approach.

8. Providing operational oversight of all business development projects and commissioned activity, using the association's project management methodology and capability including working alongside internal teams on delivery planning.
9. Contributing to the continuous improvement ethos of the association including through post project evaluation and other processes.
10. Providing business development expertise to promote membership growth and retention, in collaboration with colleagues and external partners.
11. Developing a strategic plan to improve our membership offer to independent/self-employed social workers which includes increasing the business development support provided.
12. Working with the Strategy and Impact Officer to measure the impact of our business development initiatives.
13. Ensuring all the business of BASW is undertaken and developed in line with our mission, vision, values, and ethics.

### **ADDITIONAL DUTIES AND TASKS**

1. Prepare information and reports for BASW Committees and attend in person as needed.
2. Implement the business development strategy as agreed with BASW Council.
3. Monitor and report on any business risks that exist, and any new development strategies may incur.
4. To undertake other duties as required.
5. Other responsibilities and tasks commensurate with grade and person specification.