



Business Development Manager

Salary: FTE £37K OTE £45K

Full time: Five days / 35 hours per week, in a hybrid role.

Location: Milton Keynes

Start date: ASAP

Ride High is a registered charity working with Milton Keynes' most vulnerable and disadvantaged children. Using horses and an associated educational programme the charity supports approximately 300 children over a period of 12-36 weeks, helping to transform their lives.

We are looking for an enthusiastic and proactive Business Development Manager to join our team. In this exciting position you will develop new relationships with companies to create long-term mutually beneficial partnerships to generate income, playing a key role in the success of our annual fundraising and business development programme. You will be proficient in developing and maintaining strong relationships, a confident communicator and problem-solver, and have a track record of meeting and exceeding financial targets.

The charity has ambitious plans for growth and it's therefore a great time to join us. So, if you are confident, engaging and looking to make a real difference apply today.

Key responsibilities:

1. Market research: Conducting market research to identify potential opportunities for partnership.
2. Lead generation: Generating leads and cold calling or emailing potential partners to establish rapport and set up meetings.
3. Relationship building and management: Building and nurturing new relationships to drive business growth, as well as maintaining strong relationships with existing partners. Manage partnerships to maximise value, including financial, advocacy, pro-bono and in-kind support.
4. Negotiation: Negotiating contracts, terms, and agreements with partners.
5. Strategy development: Developing and implementing strategic business development plans to achieve goals and targets.
6. Collaboration: Collaborating internally with colleagues including those in marketing to support partner acquisition and engagement, and to align business development efforts with overall charity objectives.
7. Reporting: Tracking and analysing key performance metrics (KPI's targets, activities and budgets) to measure the effectiveness of business development strategies and initiatives.
8. Target: Delivering on an agreed annual target from corporate partners and high net worth individuals through a range of streams.

REQUIREMENTS

Skills:

1. Communication: Strong presentation and communication skills (both verbal and written), are essential.
2. Sales: The ability to use the sales cycle to generate opportunities for the charity that provide a “win win” outcome for the charity and its corporate partners.
3. Analytics: Being able to analyse market trends, data, and performance metrics to identify opportunities and make informed business decisions.
4. Networking: A strong network of contacts within the business community or target market can be invaluable for generating leads and opportunities.
5. Strategic thinking: The ability to think strategically and develop long-term business development plans that align with the charity’s objectives.
6. Adaptability: Being able to juggle and prioritise and to quickly respond to changes is important.
7. Problem solving: The ability to identify challenges and obstacles and develop creative solutions to overcome them.
8. Persistence: A strong sense of persistence and resilience.

Additional knowledge and skills:

- Proficiency in Microsoft Office suite and CRM software.
- Familiarity with relevant industry regulations and compliance standards.

Professional experience:

- 3-5 years in business development, sales, or a related field is required.
- Demonstrable track record of success in generating leads, building a new business pipeline and successfully securing new income and achieving sales targets.

Education:

A bachelor's degree in business administration, marketing, economics, or a related field preferred or equivalent experience.

Personal qualities:

- Self-motivated and driven to achieve results.
- Strong interpersonal skills and ability to work effectively in a team.
- Ability to work well under pressure and meet tight deadlines.
- Creative problem-solving skills.
- Adaptability and willingness to learn and grow professionally.

HOW TO APPLY

To apply please submit your CV and covering letter outlining how you meet the requirements of the role to Olivia Sugdon at olivia.sugdon@ridehigh.org.