

## **Business Development Manager- South Yorkshire**



# **JOB INFORMATION PACK**

## ***Business Development Manager- South Yorkshire***

**Yorkshire Air Ambulance Charity  
Cayley House  
10 South Lane  
Elland  
West Yorkshire  
HX5 0HQ**

**01422 237900**

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### **BACKGROUND OF YORKSHIRE AIR AMBULANCE**

Not everyone realises that the Yorkshire Air Ambulance relies solely on the generosity of individuals and organisations to help save lives across your region. In fact, as an independent Charity we only receive help through secondment of the paramedics from the Yorkshire Ambulance Service NHS Trust. The Yorkshire Air Ambulance fly daily with a crew consisting of a highly trained Pilot, a Critical Care Consultant level Doctor with experience in A&E and an anaesthesia specialism and two Critical Care Paramedics.

We need to raise £12,000 per day to keep both of Yorkshire's air ambulances and highly-trained crew in the air. This is the equivalent of £4.4m every single year.

As a rapid response emergency service, our air ambulances serve a population of five million people across four million acres. Our two air ambulances operate from Nostell Priory near Wakefield in West Yorkshire and RAF Topcliffe near Thirsk in North Yorkshire, covering the whole of Yorkshire seven days a week, 365 days per year. Last year (2020) the Yorkshire Air Ambulance responded to 1,329 incidents across Yorkshire and treated 904 patients.

*We are currently seeking to recruit an enthusiastic **Business Development Manager** into the South Yorkshire Region. This exciting new role will report to the Director of Fundraising for West & South Yorkshire, working alongside our Regional Fundraising Manager in the region and our Corporate and Partnerships Manager.*

*We are looking for a strategic and creative individual with a proven track record of generating substantial relationships with organisations within the charity sector. You will be a confident networker with excellent communication skills, have the ability to seize opportunities quickly and be comfortable with ambitious income growth. A collaborative and proactive approach will be critical for success.*

*The successful candidate will be well organised, able to manage their own diary and be comfortable working from home and independently.*

*Some weekend and evening work is required as you will be expected to attend fundraising events and act as an ambassador for the Charity.*

*If you would like to be part of this high-profile, successful regional Charity and think that your skills and experience fit the bill for this exciting role... we look forward to hearing from you!*

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### JOB DESCRIPTION

<b>JOB TITLE</b>	Business Development Manager – South Yorkshire
<b>LOCATION</b>	Home based (travelling primarily in the South Yorkshire area)
<b>REPORTING TO</b>	Director of Fundraising- West and South
<b>HOURS</b>	Full Time (flexibility essential, with frequent evening and weekend work required)
<b>ADDITIONAL INFO</b>	Requirement to work some unsocial hours both in the evenings and weekends. A vehicle is available with this role.
<b>JOB PURPOSE</b>	<p>To engage and build relationships with local major donors and organisations, identifying new opportunities across the South Yorkshire region.</p> <p>To use strong sales and business development experience to build long lasting relationships with local businesses and companies whilst also dealing with retailers, large regular supporters, and other key contacts.</p> <p>Drive the region forward and help to raise the profile of the Yorkshire Air Ambulance and represent the Charity at networking events and in the local community, making the most of all media opportunities, working closely with our Marketing department.</p> <p>Accountable for the delivery of challenging income expectations.</p>

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### Key Responsibilities:

- ❖ Responsible for the overall charity profile in the area. You should strive to increase awareness and make the most of PR opportunities at all times working alongside our Marketing Department.
- ❖ Identify, develop and manage a programme of new fundraising initiatives to maximise awareness and generate new support for the Yorkshire Air Ambulance. Working with existing and potential major donors, organisations, retailers, charity of the year supporters and key contacts.
- ❖ Generate leads for new business fundraising opportunities to assist in delivering the annual budget for this income stream, working alongside our Corporate and Partnerships Manager.
- ❖ Network extensively with corporate organisations and other associations to encourage and develop support for the Yorkshire Air Ambulance.
- ❖ Be confident in preparing and presenting a tailored charity pitch to corporate organisations when required with the aim of securing charity partnerships of all sizes both locally and regionally.
- ❖ To act as an ambassador for the Yorkshire Air Ambulance by undertaking public speaking engagements, attending cheque presentations, and representing the Charity at fundraising events throughout South Yorkshire. (Planning, organising and marshalling helicopter PR visits to events when necessary along with the use of our new promotional vehicle).
- ❖ To utilise the CRM system to effectively manage our donor base and maximise income. Ensure that all records are fully and accurately maintained and recorded on the fundraising database and that new contacts are added on a regular and timely basis.
- ❖ Provide regular reports on KPI's/Objectives and ensure income and expenditure budgets are adhered to and to plan and attend regional meetings/planning meetings as required.
- ❖ Assist with department fundraising activities as required (inc evenings and weekends), attend Yorkshire Air Ambulance and public events and support the charity within the community.
- ❖ Provide information and articles for charity publications, e.g. newsletter and social media as well as external publications.
- ❖ To ensure all systems and processes are followed in accordance with operating procedures.
- ❖ Ensure fundraising complies with all fundraising regulation, codes of conduct and best practice, meeting the requirements of GDPR
- ❖ To comply with the Charity's financial systems and processes and to be responsible for handling cash and dealing directly with the public on behalf of the Charity.

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### Essential:

- ❖ A minimum of two years' experience of working to a sales/fundraising target and managing an expenditure budget.
- ❖ A minimum of two years' experience in business development.
- ❖ A proven track record in successfully securing new business through excellent influencing/communication skills is essential.
- ❖ Working with and knowledge of a database
- ❖ Experience of developing and maintaining long term customer/donor relationships.
- ❖ Ability to form good working relationships with managers, staff and volunteers at all levels.
- ❖ Experience of presenting to a variety of groups. Strong communication and presentation skills
- ❖ Ability to prioritise own workload, perform under pressure and meet tight deadlines.
- ❖ To be innovative and creative, with the ability to act upon new opportunities.
- ❖ A willingness to travel and work unsocial hours both in the evenings and at weekends.
- ❖ Computer literacy (Microsoft Office Outlook/Word/Excel/PowerPoint).
- ❖ Clean driving license and access to own car although a charity vehicle is provided for work mileage.

### Desirable:

- ❖ Previous experience in Corporate Fundraising.
- ❖ Working with volunteers.
- ❖ Residing in the South Yorkshire area.
- ❖ Knowledge of the South Yorkshire Region.
- ❖ Experience of working from home.

*This role profile is not exhaustive and it will be subject to periodic review. The post holder may be required to perform any other duties as may be deemed reasonable.*

### Additional Information:

- ❖ Salary dependant on experience (£28,000-£30,000 pa)
- ❖ Flexible working hours
- ❖ Discretionary annual staff bonus scheme based on the Charity's financial performance and personal KPIs after satisfactory completion of the six month probationary period.
- ❖ 22 days paid holiday per annum plus statutory Bank Holidays.
- ❖ Contributory pension scheme.
- ❖ Life Assurance.
- ❖ Confirmation in post subject to completion of a successful 6 month probationary period.
- ❖ The successful applicant may be subject to a full Disclosure and Barring (DBS) check.
- ❖ First interviews will take place via Zoom on the 11<sup>th</sup> and 13<sup>th</sup> May 2021

## Business Development Manager- South Yorkshire

If you wish to discuss the job role in more detail, please contact Kerry Dwyer, Director of Fundraising West & South Yorkshire.

If you have any queries regarding the application process, please contact Katherine Humphreys, HR Manager on 07387 418475 or [k.humphreys@yaa.org.uk](mailto:k.humphreys@yaa.org.uk)

**Closing date for applications is: Tuesday 4<sup>th</sup> May 2021 at 9.00am.**

***To apply for this position:***

- ✓ Complete the application form (downloadable from our website ([www.yaa.org.uk](http://www.yaa.org.uk)))
- ✓ Provide a covering letter
- ✓ Complete the Equal Opportunities form (*optional*)

Where possible, we would prefer completed applications to be emailed back to us. Instructions of where to send applications are included on the Application Form.

***GDPR & our Recruitment Privacy Statement:***

*The Yorkshire Air Ambulance complies by law with the Data Protection Act 2018 and the EU General Data Protection Regulation. Attached with this pack is a copy of our Recruitment Privacy Statement. This advises you of how the Charity collects and processes your personal data. The Privacy Statement also declares how the Charity will comply with GDPR and the Data Protection Act 2018. Please ensure you download and read the Statement before completing and submitting your application for employment.*