

The information provided in this Job Description is given to ensure that the post holder has the best opportunity of understanding what is required to be effective in the post. It is not intended to be prescriptive in every detail and it is expected that the post holder will be as positive and flexible as possible in using this as a framework.

### **Job Description**

Job Title:	Business Development Director
Reporting to:	Chief Executive
Responsible for:	3 direct reports
Location:	London
Status:	Full Time and Permanent (Band 4)

### **The Position**

This is an important senior management position within an exciting and rapidly developing professional organisation. The main focus of the role is to lead the Institute's business development plans; seeking, developing and implementing growth opportunities; and to direct our marketing and communications channels to support our growth ambitions.

### **Strategic and business Planning**

- Performs a key leadership role along with the Board of Trustees and other members of the senior management team (SMT) in determining and communicating the overall strategic direction of the Institute.
- As a member of the SMT, helps create and ensures delivery of a rolling business plan which supports and aligns to the strategic plan, ensuring this is communicated to the executive team, volunteers and the wider membership

### **Institute growth and development**

- Actively seeks viable new growth opportunities which will support the Institute's charitable object and further its mission, enabling the Institute to achieve its strategic objectives
- Develops and leads new projects or workstreams which will deliver enhanced services or new income streams
- Oversees the Institute's membership offering, communication and services to ensure they are effectively articulated and aligned to the charity's object and members' needs
- Acts as a lead for business development relationships and activities
- Supports other functions by providing guidance on how best to improve or develop existing services

### **Marketing and communications**

- Overall responsibility for leading and coordinating our marketing and communications functions ensuring they support and grow the needs of the Institute

- Oversees all public and media relations, communication and social media channels ensuring that the Institute's activities and messaging are communicated effectively, both within the membership and to external audiences
- Works with the Marketing & Business Development Manager to maximise the Institute's brand recognition and reputation

### **External relations and profile raising**

- Develops and maintains strategic relationships to grow the Institute's activities and raise its profile and reputation
- Helps to promote the Institute on a national and international level, acting as a key representative of the Institute for external engagement