

## Business Development Executive - Job Description

[Greater Manchester Poverty Action](#) (GMPA) is a not-for-profit organisation based in Greater Manchester that works to address poverty across the city region. We convene and network organisations across all sectors to foster collaboration and innovation, and to maximise the impact of efforts to address hardship and deprivation across Greater Manchester. We carry out research and we campaign for changes in policy both locally and nationally so that the structural and systematic causes of poverty are addressed.

GMPA is seeking a Business Development Executive to support the growth of the organisation and lead on generating training and event and consultancy income. You will play a central role in designing and delivering a training and events programme that enables GMPA to strengthen the fight against poverty in the Greater Manchester city-region and beyond. Working with the CEO, you will support the organisation to provide tailored strategic and policy advice to local authorities and other organisations seeking to tackle poverty.

### **Title: Business Development Executive**

**Location:** A combination of homeworking and working from our office in central Manchester (St Thomas Centre, Ardwick Green N, Manchester M12 6FZ) at least two days per week.

**Hours:** 5 days per week (35 hours), with flexibility and part-time hours available for the right candidate.

**Contract:** 24 months with likelihood of extension, good pay progression and increase in responsibilities.

**Probationary period:** 4 months.

**Employer:** Greater Manchester Poverty Action Limited.

**Purpose:** To generate income for GMPA through consultancy and events and training whilst supporting the organisation to achieve our vision.

**Salary range:** £30,000 to £33,000 pro rata, depending on experience.

**Paid annual leave entitlement:** 25 days pro-rata.

**Line management responsibilities:** None.

**Managed by:** Chief Executive Officer (CEO) (see accompanying chart for GMPA's staffing structure).

### **Key responsibilities**

#### **Training and events**

- Creating an income generating training and event offer for GMPA.
- Planning and organising two GMPA conferences per annum that generate revenue for the organisation and advance our anti-poverty agenda.
- Managing training and event marketing and bookings.

- Positioning GMPA to deliver training and events to audiences from beyond Greater Manchester.
- Dealing with other logistics relating to the planning and delivery of training and events, including securing venues and liaising with external speakers.
- Meeting annual training and event income generation targets as set by the CEO.
- Supporting the delivery of training where appropriate, including introducing training sessions and delivering elements of training sessions when required.

### **Consultancy**

- Working with the CEO and other relevant members of the team to develop GMPA's consultancy offer.
- Implementing a plan for the promotion of GMPA's consultancy offer, including growing GMPA's audience outside of Greater Manchester.
- Supporting the delivery of consultancy activities.
- Ensuring necessary resource and capacity is in place to delivery consultancy work.
- Meeting annual consultancy generation targets as set by the CEO.

### **General**

- Supporting the CEO with GMPA activities and engagements outside Greater Manchester.
- Working with the Senior Leadership Team and Fundraising Officer to identify and bid for public sector tenders/commissions.
- Attendance at team meetings and administrative and budget management as required.

### **Person specification**

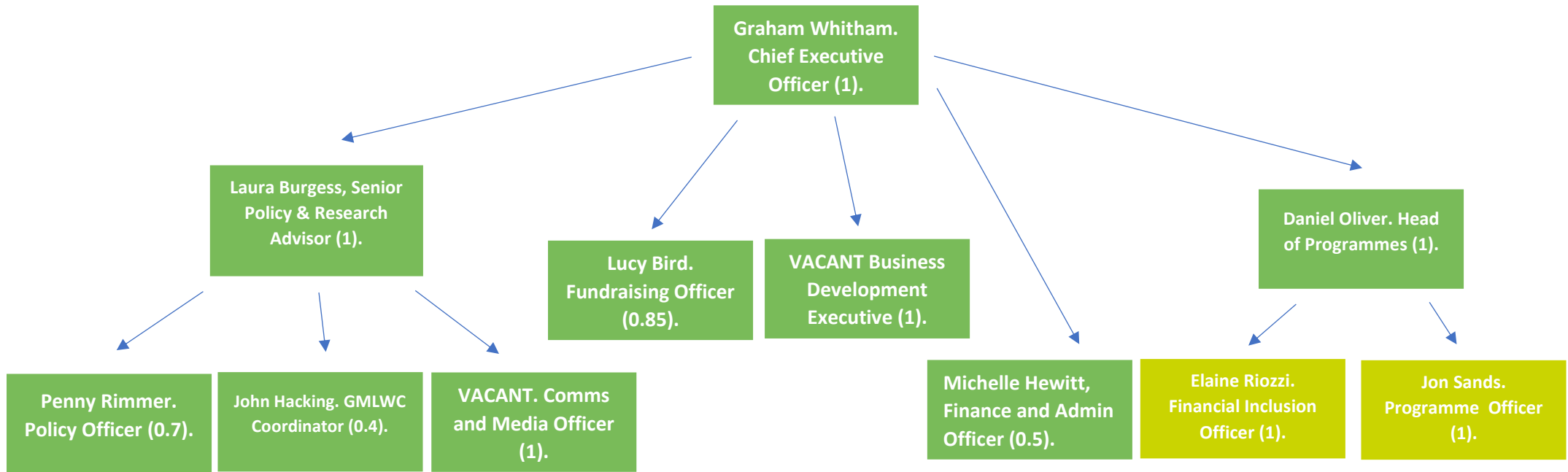
#### **Essential**

- Experience of planning and delivering training and/or events.
- Excellent written and verbal communication skills, with the ability to develop impactful marketing copy.
- Strong interpersonal skills, with the ability to liaise with internal and external stakeholders from a range of backgrounds and working in a range of different roles.
- An ability to secure business for GMPA, including consultancy contracts.
- Strong knowledge of the market in terms of channels and reach, cause related marketing, events and sponsorship environment, drivers and pricing.
- An ability to grow GMPA's network outside of Greater Manchester, with an understanding of relevant public (and other) sector audiences.
- Ability to plan and meet a demanding and varied work schedule.
- Excellent team player who is proactive and is able to demonstrate initiative.
- Computer literate in Excel, Word and Outlook.
- An ability to understand policy issues relating to poverty.
- A passion and commitment for social justice and ending poverty in the UK.

#### **Desirable**

- Experience of meeting income generation targets.
- Experience of poverty in your personal or professional life.

## Capacity/team structure from January 2023



**Key:**

Core roles.

Time limited project/programme specific roles.

With external consultancy support functions that enable the organisation to operate: finance and admin, HR, website, media/comms and IT.