

RECRUITMENT PACK

Business Development Manager

Closing date: 9am Monday 3 February 2025

Published by Voluntary Action Leeds

Dear Candidate,

Voluntary Action Leeds is a charity that supports communities by helping people and organisations that do good in Leeds. Our vision is that there is a thriving voluntary and community sector in Leeds, which works with communities to enable positive social action; our mission is to strengthen and champion groups, organisations and movements to lead on achieving positive social change. Our values are summed up in three words: equity, diversity, and accountability.



We know that the work of third sector organisations in Leeds makes life better for so many people across our city and our job is to support groups and organisations to thrive.

The last few years – with the challenges of the pandemic and the cost-of-living crisis – have proven how valuable social action is within our communities and across our city. We recognise that the world we live in is complex and fast-changing, and our organisation has a crucial role to play in advocating for community-led solutions, working with locally rooted and trusted voluntary and community organisations.

We need staff and volunteers who share our values and believe in our mission to come and work with us - thank you for your interest in this role.

Hannah Bailey, Chief Officer



Business Development Manager

NJC Scale PO2 – SCP 30 - 32 £39,513 - £41,511 (pro-rata)

29.6 hours, equivalent to 4 days per week, permanent contract.

This is an exciting opportunity to join the Senior Management Team at Voluntary Action Leeds (VAL) in the new role of Business Development Manager.

Like many organisations within the voluntary and community sector, VAL operates within an increasingly pressured financial environment. This new role has been developed following a review of our management structures which identified business development expertise as key to ensuring our ongoing organisational sustainability and growth. We want to increase our capacity to grow the areas of VAL's business which earn income – payroll, training, room hire and recruitment – and explore new areas of business that will enable us to make profit, which we can then reinvest in our core services.

About us

Voluntary Action Leeds is the leading 'infrastructure' organisation in the city supporting the voluntary, community and social enterprise sector (VCSE). We provide support on volunteering for individuals and organisations, as well as training, funding advice, information, and sector advocacy to enable the third sector to be more effective in making a difference for communities. We know that our work helps to provide a vital foundation through which other organisations can thrive.

About you

You'll be entrepreneurial and business-focused, good at working within a team and on your own initiative to explore and develop ideas which generate income. You might have experience within the Voluntary, Community and Social Enterprise (VCSE) sector, or you might have experience within other sectors – what's more important is that you share our values and solutions-focused approach.

Working closely with the Chief Officer and Directors of our trading subsidiary (VAL YOU) you'll work to manage and grow VAL as a business, including our capacity to earn income through a focus on:

- Leading income generation activities within the organisation, by maintaining and growing our existing paid for services and developing new areas of business to earn income and support our overall organisational sustainability.
- Providing strategic leadership to VAL's internal business operations, namely administration (including our governance and HR functions) and communications and marketing (including the Doing Good Leeds website)

- Supporting teams to identify and implement improvements to our business processes.
- Providing leadership within VAL as an active member of our Senior Management Team.

This opportunity comes at a time when the voluntary and community sector are under increasing pressure, but when the value of social action within communities has never been more important – at VAL we take a solutions-focused approach to working with people, communities and organisations to effect meaningful change, as outlined in our [2023-26 Strategy](#). If our work and mission aligns with your values and experience – either personally or professionally – we want to hear from you. We particularly welcome applications from candidates from culturally diverse communities who are currently not represented within our management team.

In return we offer flexible working, good terms and conditions of employment, enrolment to the Simply Health scheme and a 6.5% pension contribution. VAL are an early adopter of the West Yorkshire Fair Work Charter, a Living Wage Employer and Mindful Employer.

A bit more about the role

Sue Booth, one of the Directors of VALYOU, shares more on why this new role is so important to the Board and the wider organisation:

Voluntary Action Leeds comprises two separate but mutually dependant charities, known as VAL and VAL YOU. VAL YOU is the trading arm of VAL. It was established as a separate entity over 10 years ago and focusses on business and entrepreneurial activities; with any profits that are made donated to VAL.

Currently our trading activities have four principal strands, namely:

1. Payroll services
2. Management of Stringer House
3. Recruitment services
4. Training

Profits aren't huge but - beyond this - VAL YOU business services plays a huge part in enabling and supporting other VCSE organisations to deliver their respective missions. We have an excellent staff team and a strong customer base, to whom our offer is always relevant, affordable, and top quality.

We are a small but committed Board with a shared ambition for thriving communities, many of which have undergone significant change post-COVID. We've similarly had a period of reflection, consolidation and change, and are now genuinely excited about the opportunities presented by this new Business Development Manager role.

A qualified Civil Engineer, Sue Booth has enjoyed a diverse career in both public and private sector organisations - working mainly on community focussed projects.

She was first introduced to VAL whilst working for the Church of England in Leeds in 2017, and joined the VAL YOU Board during a career break in 2020.

Alongside her VALYOU role, Sue is now a successful garden designer and landscaper.



What are the VAL employee benefits?

- 28 Days Holiday + 1 additional day for each year of service up to 5 years + 11 days public holidays
- 6.5% Employer pension contribution
- Flexitime
- Simply Health Plan
- Mindful Employer
- Union Positive
- Living Wage Employer
- [Women Friendly Recruiter](#)

Timetable for recruitment

Deadline for applications: 9am, Monday 3 February

Interviews: Thursday 13 February

The following application supporting documents can be found with this role advert:

1. [Information for Applicants](#)
2. [Application Form](#)
3. [Equality and Diversity Monitoring Form](#)
4. [VAL Strategy 2023-2026](#)

Please return your completed application form and E&D monitoring form (should you choose to complete this) to: [**recruitment@val.org.uk**](mailto:recruitment@val.org.uk)

Business Development Manager Job Description

The purpose of the job is:

- To positively promote and work within the spirit and boundary of VAL's strategic vision, mission and values (as set out [here](#)).
- To lead income generation activities within the organisation, by maintaining and growing our existing portfolio of paid for services and developing new areas of business to earn income and support our overall organisational sustainability.
- To champion, manage and develop the internal operations of the organisation (communications and marketing and administration) including line managing staff leading these teams.
- To work closely with the Chief Officer and [VAL YOU](#) Directors (the Board of VAL's trading subsidiary).
- To be an active member of the Senior Management Team and provide leadership within the organisation.

Responsible to: Chief Officer

Salary: NJC Scale PO2,
SCP 30 – 32 £39,513 - £41,511
(pro-rata)

Hours: 29.6 hours
(4 days) per week

Contract: Permanent
(following successful
completion of probationary
period)

Holidays:
28 days annual +11 days
statutory (pro-rata)

Duties and responsibilities

- To lead on business development activities within the organisation, with a focus on maintaining and growing VAL's portfolio of paid for services, (payroll, training, room hire and recruitment services) and developing new areas of business activity to generate income.
- To lead on strategic relationships relevant to the role and within the boundaries of VAL's strategic priorities.
- To be the strategic lead for VAL's internal business operations, namely administration and communications and marketing, including line managing staff and overseeing business process improvements.

- To manage, supervise and develop staff and volunteers in order to effectively:
 - Provide effective support and management (recognising that staff are our biggest asset, and that VAL seeks to deploy a coaching approach to management that ensure staff have agency over their areas of responsibility).
 - Encourage and support staff to try out new ideas that contribute to the strategic priorities of VAL.
 - Allocate resources (including staff).
 - Deal with queries, technical issues and complaints/concerns.
 - To oversee the budget of allocated services and projects.
 - Oversee project / service developments and improvements.

- To support the sustainability of VAL's grant-funded projects including:
 - Horizon-scanning for upcoming opportunities
 - Supporting colleagues with the development and submission of bids.
 - Maintaining and developing strategic relationships with funders/investors.

- To actively participate in ongoing strategic planning:
 - Advising and supporting staff and Trustees in strategic decision-making.
 - Proactively alerting staff and Trustees to potential opportunities and threats to the Charity.

- To take a strategic leadership role within VAL as an active member of the Senior Management Team, including:
 - Being proactive in providing solutions to strategic issues with and for colleagues.
 - Deputising for the Chief Officer.
 - Supporting and taking a role in the implementation of policies and procedures (e.g. Appraisals).

- Attend regular supervision and appraisal meetings and proactively maintain skills and knowledge through undertaking relevant training, learning from colleagues and accessing opportunities to build experience.

- Cover other appropriate roles or duties (including working in other locations or out of hours) as requested by the Chief Officer.

Person Specification

ESSENTIAL

Experience, skills and abilities

- A successful track record of developing new business initiatives / income streams , including undertaking research / market-testing and associated communications and marketing.
- Experience of developing business plans and funding proposals and implementing / mobilising for active delivery.
- Experience of delivering / managing business development functions within an organisation, namely administrative support and communications and marketing.
- Experience of leading teams to identify and implement improvements to business processes.
- Experience of successfully managing, motivating and developing staff using a coaching informed approach, especially through periods of change.
- A proven track record in developing and maintaining relationships with strategic partners.
- The ability to contribute to the overall leadership of the organisation and develop and deliver at a strategic level.
- Experience of effective budget management and financial planning.
- A proven track record of successfully managing competing priorities and deadlines.
- The ability to communicate effectively, concisely and persuasively both verbally and in writing.
- The ability to produce and present clear, concise reports and related information in a range of formats.

Person Specification (continued)

Knowledge and Qualifications

- An understanding and working knowledge of GDPR legislation and best practice.
- Highly IT literate with experience of using IT as communications and marketing tool.

Special Conditions

- Willingness to travel to a variety of locations.
- Willingness to work unsociable hours on occasions.
- Commitment to personal and professional development.

DESIRABLE

Experience, Skills and Abilities

- Understanding of the role, function and strategic necessity of Local Infrastructure Organisations.
- Experience of managing and developing databases including CRM systems.
- Experience of payroll functions within organisations.

Knowledge and Qualifications

- A comprehensive working knowledge of the VCSE Sector (ideally in Leeds) and the key challenges it faces both at a national and local level.
- Knowledge and understanding of HR legislation and policies and practical implementation.

Equality and Diversity statement

VAL aims to promote equality and diversity as an employer and seeks to ensure that equality and diversity principles underpin all areas of the organisation's work and service provision.

VAL recognises that many people and groups suffer discrimination and face serious barriers when trying to fulfil their true potential. It also recognises that not all forms of unreasonable and unfair discrimination are the subject of legislation. It is the aim of this organisation to take positive steps to redress discrimination, to improve equality of opportunity and to combat any unreasonable or unfair treatment which places people at a disadvantage for any reasons not directly related to their ability to do a job for this organisation or to their eligibility to receive services from us.

In most cases it is unlawful to discriminate against people because of their gender or gender assignment, pregnancy and maternity, race, colour, nationality, ethnic and national origin, sexuality/sexual orientation, religion or belief, age, or because they are disabled, married or in a civil partnership, a member of a trade union, work part time or on a fixed-term contract. It is also unlawful to discriminate against people either because they are perceived to have a certain characteristic or because they associate with someone who has a certain characteristic.

However, we recognise that people may experience discrimination for many additional social, educational, and economic reasons such as their language, health, caring responsibilities, trade union activity, where they live, how they speak and whether they work flexibly. This policy will apply equally to all these circumstances.

VAL will not tolerate discrimination, harassment, bullying, victimisation, or abuse of people who are members of staff or of people connected with the services provided by VAL.

Published by Voluntary Action Leeds, January 2025
