

# Job Description

## Head of Business Development

**Responsible to:** Commercial Director

### Brief overview of the role

This role will play a vital role in the growth and sustainability of Age UK West Sussex, Brighton & Hove's commercial activities. You will act as Centre Manager for the Kings Weald site and lead its development into a thriving community hub. You will also provide strategic oversight and operational leadership for all catering services, manage commercial activity across all hubs, and work closely with the Marketing & Fundraising team to develop and grow the Age UK WSBH membership offering.

You will lead teams across multiple disciplines including Catering, Marketing and Communications, Gym and Centre staff at Kings Weald, ensuring income-generating activities are customer-centred, efficient, and aligned with the organisation's charitable aims.

### Main Duties:

#### Centre Management – Kings Weald

- Act as Centre Manager for Kings Weald, leading the development and growth of the centre into a vibrant, sustainable community space.
- Drive community engagement and ensure effective use of space by residents, members, partners, and external hirers.
- Maintain oversight of daily operations at Kings Weald, ensuring health & safety, cleanliness, and a high standard of service delivery.

#### Strategic Planning and Growth

- Contribute to the strategic planning of commercial services and support the development of long-term business plans for sustainable income growth.
- Identify and develop new commercial opportunities, partnerships, or services that align with AUKWSBH's mission, particularly the membership offerings
- Set and monitor commercial KPIs, including income targets, customer acquisition, and retention metrics.
- Conduct market research and competitor analysis to inform service development and pricing strategies.
- Work with the Marketing Manager to promote corporate membership to external partners (e.g. HILS, care lines).
- Develop and deliver cross-selling promotions in collaboration with the Head of Customer Services.

#### Digital Systems & Data Management

- Work closely with the Head of Customer Services and IT teams to ensure commercial and membership services are effectively supported by digital platforms.
- Use data insights to inform decision-making, improve service design, and measure success across business lines.

### **Commercial Services Across Hubs**

- Oversee and grow commercial services across Age UK WSBH centres, including Local Power of Attorney (LPA) work, room hire, and other paid-for services.
- Work with hub teams to identify local demand and maximise income opportunities through thoughtful service design and pricing strategies.
- Lead on commercial tenders, contract negotiations, and bid writing for new business opportunities.
- Ensure all commercial offers support the organisation's mission and uphold safeguarding and service standards.

### **Catering Management**

- Lead the catering team across all sites, ensuring consistent standards of service, customer satisfaction, and profitability.
- Support catering staff in negotiating and managing relationships with suppliers and vendors to ensure the availability of high-quality ingredients and resources.
- Implement improvements in process and consistency across our catering operations to be as cost effective as possible including pricing of food and beverages.
- Drive innovation in catering offers that reflect local needs and support community wellbeing.

### **Membership Development**

- Collaborate with the Marketing & Fundraising team to grow Age UK WSBH's membership base and enhance its value proposition.
- Identify and manage external partners to support the development of membership offers, ensuring relevance and commercial viability.
- Ensure effective handover and coordination with the Head of Customer Service for the day-to-day delivery of the membership platform and service.

### **Marketing & Communications**

- Lead the Marketing & Communications team to ensure all commercial and membership activity is supported by targeted and effective promotional activity.
- Drive data-led marketing approaches to support customer acquisition, retention, and brand awareness across the region.

### **Service Delivery:**

- To fully assess and identify all opportunities to signpost and refer clients on to appropriate services and complete; following up if required, documenting activity on AUKWSBH's database.
- To liaise closely with hospital, community, health and social care staff as appropriate to promote the service at any opportunity and other relevant services available from AUKWSBH

### **People Management:**

- This role will have direct line management responsibility for the Catering Manager(s), Marketing & Communications team, Kings Weald staff and Gym personnel.
- To manage, supervise and motivate staff and volunteers - establishing a culture of open communication, support and teamwork.
- Ensure mandatory staff training is updated, and skills are developed as required by the organisation's business needs.
- Undertake regular one to ones and team meetings.
- Plan for and carry out workforce recruitment in partnership with the People department as and when required.

- Embedding a culture of coaching and collaboration across the organisation.
- Co-ordinating internal teams for smooth, timely, effective and efficient service delivery.

### **Financial management:**

- Manage commercial and catering budgets in collaboration with Finance, ensuring financial sustainability and value for money.
- Monitor income and expenditure, producing reports as required and identifying areas for improvement or growth.
- Paying staff & volunteer expenses in a timely manner.
- Payment of invoices.
- Monitor financial performance against budgets – compile statistical data and prepare reports for stakeholders as required.

### **Governance**

- To comply with all organisational policies and procedures and relevant legislation including Health and Safety, Safeguarding and General Data Protection Regulations (GDPR)
- To attend relevant and mandatory training as required.
- To undertake any other duties appropriate within the role as may reasonably be required by AUKWSBH

Carrying out any other duties as required, which are consistent with the duties and responsibilities of the post.

### **Key contacts and relationships**

Aside from the Commercial Director, other key contacts will be ELT, Head of Finance, the Centre and Service Managers and Senior Coordinators

Engagement with all delivery functions is fundamental to the role. External relationships will be developed and maintained with contractors, stakeholders and partners.

### **Equal opportunities**

Age UK West Sussex, Brighton and Hove is committed to anti-discriminatory policies and practices and it is essential that the post holder is willing to make a positive contribution to their promotion and implementation.

### **Person Specification – Head of Business Development**

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Proven track record of developing and delivering successful income-generating strategies across multiple service lines	x	
Demonstrable experience in identifying, securing, and managing strategic partnerships that drive commercial growth	x	
Experience of leading commercial innovation, including launching new products or services in response to market demand.	x	
Experience of leading a multi-site team including marketing and/or catering	x	
Proven experience in growing and developing a venue or community service	x	

Experience of financial planning and managing budgets	x	
Experience of working in a customer-focused environment with a strong understanding of market segmentation and customer needs.	x	
Experience of developing or marketing membership schemes	x	
Experience of updating in house databases	x	
Experience of problem solving and escalating where appropriate	x	
Experience of working with C-suite and external stakeholders to influence strategic direction	x	
Experience of working with older people or other vulnerable groups, with specific experience of promoting independence, health and wellbeing and social inclusion		x
Experience of supporting projects in either, health, education, social services, community and /or voluntary sector		x
Experience of project / programme management in the charity sector		x
<b>Knowledge/qualifications</b>		
In-depth understanding of commercial business models within the charity or not-for-profit sector	x	
Knowledge of pricing strategies, cost control, and value proposition development	x	
Familiarity with CRM systems and data analytics to inform commercial decision-making.	x	
Understanding of catering compliance and food safety standards	x	
An understanding of, and interest in older people, their situations and the opportunities they may want and/or need		x
A basic understanding of sustainability to help deliver effective and focused services that also minimise environmental impact	x	
Understands the adult social care environment and how we can best add value		x
Understanding of the local political environment and the integration with health		x
<b>Skills</b>		
Exceptional commercial acumen with the ability to spot and capitalise on new business opportunities.	x	
Excellent negotiation and influencing skills, particularly in partnership and contract development.	x	
Strong leadership and team management skills, with the ability to inspire performance and innovation	x	
Excellent communication and leadership skills: <ul style="list-style-type: none"> <li>ability to manage and motivate people towards achieving defined outcomes</li> <li>engaging and effective in driving progress</li> </ul>	x	

• adept at presentations, facilitation and training		
Excellent verbal and written skills with the ability to communicate well with diverse individuals and teams	x	
Good computer skills including using main Microsoft packages as well as experience with different IT systems	x	
A 'can do' positive and professional attitude that can flex and adapt to change and challenges	x	
<b>Other requirements</b>		
Commitment to AUKWSBH's vision, mission and values	x	
Ability to travel to different locations including other AUKWSBH sites	x	
This is an essential car users post. Proof of appropriate insurance cover, including business use, will be requested	x	
Understanding of and adherence to organisational Code of Conduct, supporting positive change across the charity	x	