



# Head of Business Development

## Role description

For application details please see page 9.  
Deadline is 10am on Monday 21 June 2021.

## Who we are

We are the Faculty of Sexual and Reproductive Healthcare (FSRH). We are the largest UK multidisciplinary membership organisation working at the heart of sexual and reproductive health (SRH), supporting 15,000 healthcare professionals to deliver high-quality care.

We offer:

- evidence-based clinical guidance and standards
- a range of qualifications and training in sexual and reproductive healthcare (SRH)
- membership benefits, including our BMJ SRH Journal; webinars and events
- a CSRH specialty programme which trains future consultants in SRH.

We provide an important voice for SRH professionals. We influence policy and public opinion working with national and local governments, MPs, commissioners, policymakers, the media, patient groups and other decision-makers. We have 25 staff and a Clinical Effectiveness Unit based in Edinburgh. We have an office in London Bridge. You can find out more at [www.fsrh.org](http://www.fsrh.org).

## Can you help us increase and diversify our income?

We're recruiting a **Head of Business Development**. We are looking to diversify our income portfolio. We are investing in this exciting new role of Head of Business Development to help us become more commercially successful and entrepreneurial.

Working with our senior management team, the Head of Business Development will be responsible for the development and management of the organisation's long-term income generation strategy. This will include the development and expansion of existing a variety of income sources including income from education and membership sales, events income and sponsorship/commercial income and grants.

They will also lead on creating a strong income generation and entrepreneurialism culture across the organisation. and better project management to help us deliver more cost effective and sustainable products and services.

They will also lead on identifying new sources of funding such as government funding, trusts and foundations grants, and commercial enterprises and working with staff internally to build bids for these funds.

The role is available as a two-year fixed term contract, but we would seek to extend the role (dependant on funding). We are also open to applications from freelancers who fall outside IR35.

We value diversity, promote equality and encourage applications from people of all backgrounds.

**Read on to find out more information about the role, benefits of working for us and how to apply.**

## Role overview

### Job title

Head of Business Development

### Department

Membership Engagement Team

### Salary

c£55K pro rata

### Reports to

Director of Membership and Marketing

### Liaises with

All staff, members (healthcare professionals), external marketing suppliers, RCOG colleagues, pharmaceutical companies and funders

### Hours/week

3 days a week / 21 hours (fixed-term 2 year contract) – we can be flexible as to how these hours are worked

### Location

The role is based in our London office, but staff are working remotely currently due to COVID-19. We are open to discussions around remote working, but would expect the person to travel into London at least twice a month once our office re-opens.

### Dimensions and limits of authority

Line managing the Events Manager

## Role responsibilities

### Business development strategy and planning

- Overseeing and developing the FSRH's business development strategy working across the organisation.
- Ensuring the business development strategy is aligned with the organisational plan and budget which aligns to FSRH's strategic objectives.
- Input into the annual operational planning process to ensure that business development activity is planned and budgeted.
- Communicating the aims and objectives of the business development strategy to staff and other stakeholders.

### **Business development management**

- Working closely with staff across the organisation to identify opportunities to generate more income. Most projects and services are likely to be delivered digitally, so this will involve working closely with the Head of Digital Engagement and the other teams (Education & Training, Membership Engagement, and External Affairs).
- Supporting the development of a cross organisational (including our committees) entrepreneurial and commercial mindset.
- Establish internal systems, processes and policies to ensure the smooth delivery of the income generation strategy.
- Monitor and manage the income generation activity against targets, and highlight any trends (under or over performance) and take action in order to manage them.

### **Developing sales activity**

- Working with staff and stakeholders to understand the demand for training and education in the 'SRH market' to review what we currently sell (eg education and training products, membership and events) and identify what we could sell.
- Supporting staff to develop business plans for new products/services and to create a measurement framework to monitor the success of new activity.
- Supporting staff to adopt better project management practices with the development of new services and products to ensure we achieve good ROI on our activities.

### **Commercial partnerships**

- Develop relationships with our existing and new commercial partners to develop new opportunities for them to support our work.
- Ensure our current commercial opportunities are priced appropriately.

### **Bid-writing**

- Working with staff and stakeholders to identify and prioritise new opportunities for bids to both statutory funders (eg Health Education England) and trusts and foundations. This could include international opportunities.
- Lead bid writing process involving the relevant staff members and stakeholders.
- Ensure monitoring of the success (or not) of different approaches and bids is put in place and leading on reporting on these with a focus on evaluation of what is working well and what isn't.

### Reporting/Analytics

- Support the organisation to develop its reporting activities on income generating activity.

### Staff management

- Line manage the Events Manager.

### Representing the FSRH

- Attending meetings with stakeholders representing the FSRH.

### Compliance

- Ensure our activities are General Data Protection Regulation (GDPR) & other data protection regulation compliant.
- Ensuring FSRH activity complies with the Code of Fundraising Practice

### General

- Help with renewal payment calls / enquiries, especially during the busy renewals period (November – April).
- Uphold our FSRH organisational values: We care. We collaborate. We enable. We include. We strive.

## Person specification

### Previous experience

- Operational management experience ideally within the charity, or membership, or educational sectors
- Experience of service evaluation and performance monitoring
- Experience of developing commercial relationships
- Experience of bid/tender writing
- Experience of understanding digital development and delivery
- Evidence of supporting cultural change

- Experience of people management
- Experience of managing devolved budgets and financial income lines.

### Key skills and attributes

- Ability to see strategic opportunities and connections with other activities.
- Ability to manage ambiguity, analyse strategic opportunities and apply judgement to present well substantiated recommendations in writing and in person.
- Ability to broker mutually beneficial relationships with a wide range of partners.
- Ability to work with a range of stakeholders to gain trust and buy-in to ideas and concepts.
- Ability to work independently with minimal oversight in a dynamic, quick-changing environment.
- Strategic thinking, combined with a practical hands-on approach.
- Strong and positive communication skills.
- Willing to work flexibly and respond to changing priorities.
- Excellent time-management and prioritisation skills.
- Confident and competent in using IT systems, particularly databases, and Microsoft Office, especially Outlook, Excel, PowerPoint, and Word.
- An interest in sexual and reproductive healthcare.

### Competencies

- **Attention to detail:** accomplishes tasks with thoroughness, accuracy and reliability.
- **Team working:** builds and develops appropriate relationships with colleagues, member and suppliers at all level of seniority. Committed team player, with the ability to motivate others.

- **Adaptability/flexibility:** maintains effectiveness in a changing environment. Able to be flexible in approach to work without losing sight of key objectives.
- **Communication:** expresses ideas effectively and conveys information appropriately and accurately both verbally and in writing.
- **Resilience:** maintains performance under pressure and / or opposition.
- **Analysis/reasoning:** examines data in order to grasp issues, draw conclusions and solve problems.

## Our values

We developed five values as part of our 2020-25 strategic plan, in collaboration with FSRH staff and our Officers. Our five values inform our work, culture and behaviour here at FSRH.



## Our benefits

We offer a range of benefits at FSRH to support staff wellbeing, including:

- **Generous holiday entitlement**  
25 days pro-rata, with an additional 2 days leave after 2 years of service, and a further 3 days after 5 years.
- **Birthday leave**  
Take an additional day off on your birthday.
- **Flexible working culture**  
We are open to flexible working. Our flexi-time policy helps you to balance your work and home life, with staggered start and finish times.
- **Pension and life assurance scheme**  
10% employer contribution / 5% employee contribution after successful completion of probation. This also includes access to life assurance at 4x annual salary and an income protection scheme.



- **Employee Assistance Programme (EAP)**  
Access to 24/7 confidential telephone counselling and advice on a wide range of work and personal issues to support your work-life balance.
- **Employee discounts portal**  
Access to a range of discounts from brands including Apple, Sainsburys and The White Company, as well as independent shops.
- **Interest free season ticket travel loans**  
Available when buying a travel season ticket, deducted from your salary on a monthly basis.
- **Childcare vouchers**  
Enabling you to make savings on your nursery or childcare fees.
- **Enhanced maternity, paternity & adoption pay**  
Supporting you financially during this time in your life.
- **Free eye tests**  
We will reimburse you the cost of your annual eye test as well as the cost of basic glasses / contact lenses, if required for work use.

### **Training and development**

We want our staff to feel invested in and have the time and space to grow, learn and develop in their roles. We provide a range of learning and development opportunities, from webinars and conferences to training sessions on specific topics.

### **How to apply**

We value diversity, promote equality and encourage applications from people of all backgrounds. We are working hard to minimise unconscious bias and your application will be anonymised to support this.

We are also open to applications from freelancers who fall outside IR35.

Please send a cover letter (of no more than 2 sides of A4) that outlines:

- How you meet the person specification
- Why you want the role
- Where you saw the role advertised
- Your notice period/availability to start the role

And attach a copy of your CV and send to [stephanierough@dittonhr.co.uk](mailto:stephanierough@dittonhr.co.uk) (who is managing the recruitment process) by **10am on Monday 21 June**.

Interviews will take place virtually on Tuesday 29 or Wednesday 30 June between 10:00 – 14:00.

If you would like a brief no-obligation informal virtual chat with the Director of Membership and Marketing (who line manages the role), Abby Wright-Parkes please contact her [awrightparkes@fsrh.org](mailto:awrightparkes@fsrh.org) prior to the deadline.

No agencies please.