



# Head of Business Development Candidate Information Pack

February-March 2017



## A message from the Chief Executive

Thank you for showing an interest in this position.

UKSA worked with over 10,000 people last year, with over three quarters of these being under the age of 25. We know our work with young people is genuinely transformational and we are all passionate about continuing to grow this area. However we also know that to achieve this, our commercial operations have to be sound. The Impact Report available to candidates gives you more details of type of work we deliver and the impact we make.

2017/18 will see us focusing on ensuring our training revenues drive sufficient surplus into the charity to underpin our future sustainability and invest in our transformational Sea.Change activities. With the pressure on local government and the public sector as a whole to reduce their expenditure and make budget cuts, it is essential now more than ever that UKSA has a self-sustaining model on which to grow and be able to invest in the charity and achieve our strategy and vision.

To enable us to succeed with our future plans we have this fantastic new position available as part of our Senior Management Team at UKSA. The Head of Business Development will work to assure the long term sustainability, reputation and charitable activities of UKSA through expanding UKSA profitability by growing sales based on a thorough understanding of the markets and their potential, through optimising sales with existing customers and developing new businesses opportunities.

This role will lead the business development activities ensuring that UKSA's offers are the standout products in the market place, supporting the Trustees and the Executive team to manage and implement the overall strategy and business plan of UKSA. The successful post holder will develop and deliver UKSA's business development and sales strategies, and support others in achieving agreed business plan objectives.

This new position is key in maintaining and improving UKSA as one of the largest and most successful marine training organisations in the world. We have an exciting time ahead and we are looking for individuals who can be pro-active within a fast past and unique environment; who excel at being part of a team, thrive at solving problems and have a desire to be part of UKSA's future and in turn support young people who most need our help.

I look forward to your application.

**Ben Willows**  
Chief Executive



## About UKSA

We are a youth charity that uses the power of the sea to transform the lives of thousands of young people each year, from all around the UK. The charity was formed in 1987 by Noel and Sylvia Lister who wanted to educate and enrich the lives of young people, using their experience of the sea, including the infinite challenges and gifts it offers, and the power it holds to make change. Nearly thirty years on, this remarkable ethos remains at the heart of UKSA. Our activities fall into two areas:

### Sea.Change

We provide life-changing opportunities to schools and groups, disadvantaged and disaffected young people who are not in education, employment or training (NEETs) and young offenders. A common theme for many of these individuals is the low expectation they have of themselves and we challenge them to transform and to create opportunities for themselves.

### Sea.Careers

We are the world's largest provider of marine training, ranging from watersports instructor, through to training officers working on vessels up to 3,000 gross tonnes. This work cross-subsidises our 'Sea Change' activities.

We are proud of the large number of students who leave us to start their first jobs in the maritime industry, and go onto a lifetime of opportunity.

## Application process

Please complete the application form which is available on the website and email it to

[recruitment@uksa.org](mailto:recruitment@uksa.org)

Closing date:	26 March 2017
Shortlisting calls via Skype:	3 – 23 April 2017
Date for interview / selection:	4 May 2017

Shortlisted applicants will be invited to:

- have a tour of UKSA's premises in Cowes
- make a presentation and
- attend a panel interview as part of the process.



## Job description

**Job Title:** Head of Business Development

**Reporting to:** Director of Operations

**Banding:** The banding for this role is B2

**Line Managing:** Sales Managers

### Job Purpose:

Responsible for expanding UKSA profitability by growing sales based on a thorough understanding of the markets and their potential , through optimising sales with existing customers and developing new businesses opportunities .

### To be accountable for:

- Developing sales growth to achieve target margins.
- Maintaining an extensive knowledge of markets, their products and conditions.
- Improving UKSA's market position.
- Identifying business opportunities.
- Building key customer relationships.
- Negotiating commercial deals.
- Providing team leadership and cultivating a culture of innovation and quality performance.
- Designing and implementing the Business Development and Sales strategies.

**The duties and responsibilities will include, but are not limited to:**

### Business Development

To be accountable for:

- Designing and implementing the Business Development and Sales strategies.
- Prospecting and building relationships with new customers.
- Planning approaches and pitches to new customers.
- Maintaining relationships with and retaining existing customers.
- Product development for UKSA's core revenue streams and developing new initiatives to drive surplus generation.
- Achieving budgeted sales, margins and departmental costs.

To be responsible for:

- Maintaining an extensive knowledge of our markets and identifying trends and opportunities aligned UKSA's product offering.
- Maintaining a robust pipeline of opportunities.
- Pricing solutions and services.
- Achieving sales targets and improving sales performance.

### Communications

To be responsible for:

- Working with Marketing Communications to identifying the most effective channels and networks for marketing our products to customers.
- Working with Marketing Communications to ensure all media activity accurately reflects and effectively promotes our programs, products, services and key relationships.
- Gaining insight on our products and markets through customer research.



### **Team Performance**

To be responsible for:

- Delivering excellent customer service standards.
- Conducting effective and timely performance reviews with all reports.
- Effectual line management of all reports.
- Acting as duty manager from time to time.

### **Organisational Development**

To be responsible for:

- Driving commercial behaviour throughout the organisation with a key focus on increasing surplus by focusing on customer requirements.
- Embedding a culture of innovation and continuous development throughout UKSA.

### **Project Delivery**

To be accountable for:

- The delivery and management of specific projects.

### **Quality and Performance Management**

To be accountable for:

- The production of accurate management and performance information.
- Business development activity quality management compliance.

To be responsible for:

- The production of internal and external reports as required.
- Leading business development and sales interests in the development of UKSA's CRM resource (Salesforce).

### **General**

Responsible for:

- Making a commitment to deliver excellent customer service.
- Complying with and ensuring adherence to all UKSA policies e.g.
  - Complying with UKSA safeguarding policy for children and vulnerable adults.
  - Operating on a daily basis which demonstrates a duty to take care of your own health and safety and that of others who may be affected by your actions at work.
- Representing the organisation at senior level.
- Carrying out other duties which are broadly consistent with those detailed in this Job Description as required.



## Candidate Profile:

### Essential Qualifications/Experience:

#### Business Development:

- Experience in a business development role within a relevant industry sector.
- Researching products and markets and their trends.
- Development of strategic and tactical plans.
- Building relationships with customers, funders and corporate partners
- Developing innovative products to meet customer needs.
- Growing surpluses.
- Financial management.

#### Leadership & management:

- Leading teams, managing performance and professional development.
- Ability to inspire and motivate others.

#### Influencing and negotiating:

- Strong influencing and negotiating skills to achieve support for our work.
- Working collaboratively to achieve improved outcomes.

#### Communication skills:

- Writing and presenting in a style which is understandable to both internal and external audiences.
- Strong IT skills including CRM.

#### Evaluation skills:

- Evaluating the impact of our work.

#### Analysis and problem solving:

- Ability to identify and understand key issues.
- Ability to generate ideas and use a solution focused approach.

### Desirable Qualifications/Experience:

- Sales team management experience.
- Marketing communications team management experience.
- Degree/professional qualifications in business development.
- Project Management (Prince 2) qualifications or equivalent experience.

#### Personal Attributes:

- Customer focused.
- Ability to build relationships at a senior level.
- Strong leadership and motivational skills.
- Excellent communication and influencing skills; able to engage at all levels in the organisation.
- Ability to work collaboratively, and cross-functionally.
- Can work at pace and with energy.
- Highly organised and able to deliver to deadlines.
- Strong desire to work within the charitable sector.

#### ***Please note:***

*This job description reflects the core activities. As UKSA and the post holder develop, there may be changes in the emphasis of duties. It is expected that the post holder will recognise this and adopt a flexible approach to work and be willing to participate in relevant training.*



## Head of Business Development - Key terms and conditions

<b>Salary</b>	Salary circa £45 – 50k  Payable on or before 28 <sup>th</sup> of each month
<b>Annual Leave</b>	25 days plus Bank Holidays  The leave year runs from 1 December to 30 November.
<b>Working Hours</b>	37.5 hours per week  Some flexibility in your hours will be required to include weekends, public holidays and evenings as the needs of the business dictate.  Some travel and overnight stays should be expected.
<b>Location</b>	This role is primarily based at UKSA, Arctic Road, Cowes but travel to other locations as part of the role will be required.  A valid Driving Licence is therefore required.
<b>Pension</b>	National Employment Savings Trust Employer contribution of 1%
<b>Sickness</b>	In the first three months of employment you are entitled to Statutory Sick Pay only, thereafter UKSA will pay up to 6 casual or "waiting" days in any rolling calendar year.
<b>Notice Period</b>	During the probationary period notice will be 1 week and after that 4 weeks' notice will be required.
<b>Probationary Period</b>	6 months
<b>Disclosure and Barring Service check</b>	Enhanced DBS disclosure will be applicable



We are UKSA  
This is how we work

**Staff code of conduct:** We are one team – collaboration across departments and functions is critical to the success of our organisation and the excellent care and quality of delivery to our clients. Professionalism should flow through everything we do and customer care should be our priority; Professional presentation of staff, site, delivery and service is at the heart of all we do.

#### **Our clients see everything we do**

Respect and support your colleagues – “that’s not my job” doesn’t exist at UKSA

Our organisation expects us to support each other and work together. Our values support this:

- Challenge, have fun and smile
- We take care of ourselves, those around us and this place
- Be part of who we are and help others do the same
- Tell the truth, hear the truth, act truthfully
- ‘If not you, who? If not now, when?’

#### **UKSA Dress code**

- Staff must adhere to our dress code at all times
- Front of house, maintenance, housekeeping, instructors and lecturers will wear branded uniform
- Smart office wear is expected for all other staff
- Tailored shorts are acceptable in the summer
- Neat board shorts are acceptable for watersports instructors
- No flip flops for any staff.



## Phones

- We have a phone policy – it is expected that all staff are aware of it and work within the policy
- Calls should be answered within 3 rings
- Everyone should take their own calls – **it maybe a customer**
- If messages are taken, caller information must be accurate and details should be emailed and passed on
- Employees must take ownership of their answerphone messages
- Personal mobile phones should not be used during working hours – unless it's agreed with your manager or a personal issue that is urgent
- Every office will have an overflow line

## Email and letters

- Respond to all correspondence within 3 days
- If you cannot reply fully within that period, contact should be made confirming a realistic timeframe of when a response will be made (maximum of 10 working days)
- Only CC someone into an email if necessary and note that the copied individual/s do not need to action anything
- Conversations should not be taking place over email; email should primarily be used to pass over information – if a discussion is required, face to face or phone communication is preferable
- Email is not there make a record and collect evidence of someone not doing something
- All staff should use the UKSA standard out of office message when not in the office
- Respond to all meeting requests and where possible, meetings should not to be scheduled in over lunch time.
- Where possible, planned meetings / 1-1's should not be cancelled at short notice without prior discussion

## Complaints

- Acknowledge the complaint within 24 hours and provide a timeframe for a full response if unable to provide one immediately
- Provide a full response within 10 working days
- Extend the timeframe only where absolutely necessary and an explanation for the delay should be provided
- If you are the person a complaint is raised with then it is incumbent on you to ensure the complaint is resolved to a conclusion

## Work Stations

- Free tea and coffee will be provided to all staff in the Lister Kitchen
- A microwave can be used by all staff in the Lister Kitchen
- Hot food is not to be consumed at desks
- There should be no refreshment areas in offices
- Desks / work stations should be left tidy and organised at the end of each day
- Office cleaning standards will be upheld

## Smoking

- Staff are only able to smoke in the designated smoking area on site
- Staff are not allowed to smoke outside the front gates and in front of Victory. Staff are expected to ask students not to do this
- There is no smoking on yachts when alongside in marinas (anywhere)
- Staff are not permitted to smoke when out on corporate sailing days

## Site, Classrooms & Accommodation

- The rear car park area behind the swimming pool needs to be kept tidy, and available for groups parking when required – it is not used to store staff personal boats, or equipment
- **All staff** are expected to adhere to the lecture room user guide – **all staff** must support this by leaving rooms to the correct standard and layout; it's everyone's responsibility



- If a piece of equipment is left / found in the wrong place then return it to its correct location
- Evening duty staff will set the rooms up and site appropriately for the following day
- Site and fleet workshops must be kept clean, safe and tidy at all times

#### **Timelines and objectives**

- Completing work on time is vital for success – timelines for completion of work / projects must always be agreed. If these cannot be met it is not acceptable to let them go past the agreed deadline without prior agreement
- All staff are expected to work within the UKSA objective framework and ensure this is updated and agreed with your manager

#### **Our Clients**

- Meeting and greeting our clients is critically important – All staff are expected to make our clients feel welcomed and cared for at all times
- Say good bye! Showing our clients that we care and we want them to come back to us is very important; we must always say goodbye and please come again.

