



EQUALITY | RESPECT | LOVE

Who Cares? Scotland Job Specification

Post title	Business Development Director
Salary range	£47,782 - £59,728 per annum
Hours of work	35 hours per week – some evening and weekend work required. Hours can be worked flexibly
Contract	Permanent
Area	Scotland wide
Base location	Office base/hybrid working flexibility
Responsible to	Chief Executive
Last update	April 2024

Who Cares? Scotland is Scotland’s only national independent membership organisation for Care Experienced people. Our strategic vision is to secure a lifetime of equality, respect and love for Care Experienced people in Scotland. At the heart of Who Cares? Scotland’s work are the rights of Care Experienced people, and the power of their voices to bring about positive change. We provide individual lifelong relationship-based independent advocacy and a broad range of imaginative participatory and engagement opportunities for Care Experienced people across Scotland. We work alongside Corporate Parents and communities to broaden understanding and create change. We work with policy makers, leaders and elected representatives locally and nationally to shape law, policy and practice, working together to build on the aspirations of [The Promise](#) and secure positive change.

As we continue to expand our impact, we are seeking a passionate and strategic leader to join our team as the Business Development Director. This position requires a dynamic individual with a proven track record in business development, grant writing, bid success, securing funds, and managing key relationships.

Purpose of the post

The Business Development Director will play a pivotal role in advancing the organisation’s mission by identifying and securing robust funding opportunities, cultivating strategic partnerships, and driving sustainable growth.

The role will encompass managing the Fundraising and Partnerships Team and activities such as grants, trusts, community fundraising and public tenders, as well as monitoring and tracking to set income targets. You will be responsible for the management of our key funding, corporate and other external stakeholder relationships; including our strategic partnership with the John Lewis Partnership; for the purposes of public education, business development, and income generation. Therefore, in addition to managing our Fundraising and Partnerships Team, the Business Development Director will also manage our Creating Communities that Care Team who are vital in developing and delivering our training offer to external organisations.

The work of this directorate is fundamental in contributing to the ongoing sustainability of the organisation allow it to pursue its vision as set out in our [Strategic Plan 2023-2027](#).

Main duties and responsibilities

1. Develop and implement a comprehensive business development strategy to diversify funding sources and support organisational growth objectives, with a specific focus on fundraising through grants, trusts, community fundraising, public tenders, events and new business opportunities.
2. Identify and cultivate relationships with potential donors, including foundations, corporations, government agencies, and individual patrons, to secure grants, sponsorships, and partnerships.
3. Develop and maintain strategic partnerships with corporates and other key external stakeholders, leveraging these relationships to generate income and support organisational objectives.
4. Achieve and, whenever feasible, surpass our Key Performance Indicator (KPI) for an income pipeline of £1 million in unrestricted fund, along with further income targets exceeding £500,000.
5. Lead the grant and bid writing process, collaborating with managers across the organisation and finance staff to develop compelling proposals that align with funder priorities whilst maintaining current income from existing grants.
6. Research and track funding opportunities, grants, and RFPs (Requests for Proposals), ensuring timely and strategic response for both project funding and unrestricted income, to support medium and long-term planning, advising Senior Management Team on income potential.
7. Provide leadership and guidance to the Fundraising and Partnerships team and the Creating Communities that Care team, fostering a culture of innovation, collaboration, and continuous improvement.
8. Lead and support on the implementation of a corporate training and engagement plan which supports the delivery of Who Cares? Scotland's Strategic Plan.
9. Oversee the development of the training programme and accreditation process.
10. Serve as a spokesperson for the organisation, representing its mission, values, and impact to external stakeholders and the broader community.

11. Work collaboratively across the third, public, and private sectors to develop new approaches and initiatives that generate income and drive social impact.
12. Manage and nurture the relationship with JLP (John Lewis Partnership), ensuring alignment with their objectives and maximizing opportunities for collaboration and support.
13. Collaborate with management and finance teams to develop project budgets, monitor grant compliance, and ensure accurate reporting to funders.
14. Regularly review and enhance the application process and grant monitoring practices, contributing to impactful reporting for the organisation.

Communication

The post holder will hold key relationships with:

- Corporate partnership organisations
- Trusts and Foundations
- Partner organisations
- “Friends” member network
- Individual donors and community fundraisings
- Volunteers
- High net worth individuals
- Senior Management
- Staff colleagues

Teamwork is important to the smooth running of the organisation and all team members are required to play an active part. This is especially important at Senior Management level and the post holder is expected to work in partnership and flexibly with colleagues, minimising the risks of silo working.

Working environment

We are a flexible employer - the location of the postholder is flexible and can include home working. We have office locations in Glasgow, Edinburgh, Paisley, Bellshill and Kilmarnock. There would be an expectation that the post holder has a regular presence within the National Office in Glasgow. Some evening and weekend work required, to attend fundraising and member events, as well as Board Meetings.

Attitudes and values

A positive ‘can-do’ attitude that will enthuse prospective and current supporters, colleagues and volunteers.

Commitment to:

- Children and Human rights
- Supporting the implementation of [The Promise](#)

- Working inclusively with an understanding of equal opportunities practices
- Belief that young people can make transformative change happen in their lives if given the opportunity.
- Working in partnership with young people, empowering them to make decisions about their own lives.
- Developing best practice through regular supervision and training opportunities.
- Be proactive, self-motivated and strong team player.

Essential experience, knowledge and skills

Qualifications:

- While we would welcome the knowledge gathered through relevant qualifications, we are just as interested in relevant work experience
- 5 years of experience in business development, fundraising, and grant writing, at a senior management level, preferably within the non-profit sector.
- Proven track record of securing grants, sponsorships, and partnerships from diverse funding sources, with a focus on public tenders and corporate relationships.

Professional Experience of:

- Successfully cultivating robust pipelines of opportunities for Business Development through relationships with external partners.
- Experience of developing and implementing Fundraising and Business Development strategies.
- Working at a senior level in an organisation or service in the voluntary sector.
- Leading fundraising and business development initiatives as well as bid-writing and/or creating and delivering sales pitches that were successful to the value of over £100k per annum.
- Experience of meeting financial targets in excess of £1m per annum.
- Experience of managing and reporting on multiple budgets with a combined minimum value of £3million.
- Leading in the tendering process in relation to Local Authority, Central Government, and private sector funding streams and contracts.
- Experience of managing, monitoring and where necessary revising complex projects and work streams to meet objectives.
- Proven experience of successfully leading on the development of strategic plans.
- Experience of being accountable to funders, boards and other stakeholders for the delivery of complex pieces of work including reporting on progress, impact performance monitoring and evaluation.
- Experience managing a fundraising CRM system such as Donorfy or Raiser's Edge.

Knowledge:

Demonstrable knowledge of:

- Funding landscape include funding bodies and potential funding resources
- Strategic approaches to income generation – both restricted and unrestricted
- Compliance with fundraising regulations and GDPR
- Knowledge of regulator and statutory standards and the impact on business development
- Knowledge and experience of managing risk in relation to business development activities
- Knowledge of grant management best practices, including grant compliance, reporting, and stewardship.
- The issues affecting young people who are looked after away from home
- The care system in Scotland

Skills and competencies:

- Excellent written and verbal communication skills, with the ability to articulate complex ideas and proposals in a clear and compelling manner.
- Strong analytical and strategic thinking abilities, with a focus on results-oriented planning and execution.
- Leadership experience, with the ability to inspire and motivate teams to achieve common goals.
- Network and build key relationships across a range of corporate partners.
- Capture, evaluate and interpret data and communicate the learning from activities and projects.
- Monitor, prepare and present regular reports and updates on income raised and achievement of budget targets to internal and external stakeholders, including our Board.
- Effectively evidence, organise and plan work.
- Adaptable and responsive to the needs of a not for profit organisation.
- Be sensitive to and balance the needs of care experienced people, volunteers, funders and donors
- Work collaboratively as part of a team and on own initiative.
- Ability to work some evenings and weekends (occasional).
- Ability to work under pressure and manage your time and workload effectively to meet deadlines.
- Good interpersonal and communication skills.

Equal Opportunity Employer:

As an equal opportunities employer we are committed to diversity, equality and inclusion in our workplace. We positively encourage applications from suitably qualified and eligible

candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.

Lived Experienced Employer:

We welcome and encourage applications from those who are care experienced.

The term “care experienced” refers to anyone who has been in or is currently in care. This care may have been provided in many different settings, such as: Kinship care, looked after at home, residential care, foster care, secure care – living in a secure unit, and adoption.