

JOB TITLE: BUSINESS DEVELOPMENT MANAGER

REPORTS TO: CHIEF EXECUTIVE OFFICER

1. Purpose of the job:

The Business Development Manager is a key member of the management team and will join us at an exciting time as we begin our next development phase.

The role holder must be capable of generating and managing a portfolio of large grant and sponsorship opportunities that expands our impact through new initiatives and generates significant financial contribution. Our new strategic plan envisages a significant infrastructure development that will require capital funds. Initially, we aim to sustain a pipeline of opportunities that produces circa £200K revenue and £50K contribution to overheads each year.

2. Phoenix context

Phoenix has achieved and changed much since the charity was incorporated (as Leicester Arts Centre Ltd.) 27-years ago. In November 2009, Phoenix moved to its current location in Phoenix Square, a purpose-built media and art centre in the city's Cultural Quarter. The new building was created as part of an arts-led regeneration project supported by Leicester City Council and De Montfort University.

Since moving, Phoenix has established itself as Leicester's independent cinema and creative digital media centre. We enjoy very high levels of customer loyalty and satisfaction and have established independent cinema and digital art as an important part of Leicester's cultural life. A thriving economy of local digital artists and media practitioners is clustered around Phoenix.

Our programme has developed in quality and ambition attracting more people each year – there were 187,000 engagements in our cultural programme in 2014/15 and many more people visited us to enjoy the Phoenix Café and to use the centre as a creative networking hub. Phoenix has a significant outreach programme, mainly through its community cinema initiative that operates in 60 community venues and 4 local authority areas.

A high profile and rapidly developing cultural organisation, Phoenix stakeholders include Leicester City Council, De Montfort University, Arts Council England and the British Film Institute. The organisation has a turnover of £2 million and 50 staff.

The five main challenges in our new strategic plan are:

1. Meeting the rising demand for independent cinema and creative digital media whilst sustaining the excellent experience.
2. Engaging new and diverse communities in our film and art programme.
3. Expanding our developmental support to film makers and artists.
4. Furthering Phoenix's leadership role in developing Leicester's digital culture and economy.
5. Ensuring Phoenix's financial resilience in the long term.

The development and growth of significant new income and funds is required to develop our infrastructure, organisational capabilities and audience reach in order to fulfil our new plan.

3. KEY RELATIONSHIPS:

Internal:

- Chief Executive (Line Manager).
- Marketing Manager, Chief Finance Officer, Digital Arts Manager, Education Manager, Cinema Manager, Operations and Customer Services Manager, Marketing Assistant.
- Trustees

External:

- Stakeholders: especially De Montfort University, Leicester City Council, Arts Council England, and British Film Institute.
- Funding agencies, trusts, foundations, potential sponsors and donors.
- Phoenix partners who collaborate in fulfilling our aims.

4. Main duties

Planning and Developing the Fundraising Programme

- Influencing and informing our business plans, particularly with respect to fundraising.
- Preparing and monitoring a fundraising plan that will fulfil Phoenix's objectives.
- Working with the CEO and CFO to develop best practice in fundraising and ensuring compliance with relevant regulations.
- Influencing the creative programme so that it is more attractive to donors and sponsors.
- Designing cases for support and outreach initiatives that align to our strategic aims and are efficient at scale.

Trusts, Foundations and Sponsorship

- Translating strategic aims into initiatives and programmes that are compelling to funders.
 - Researching and targeting funding agencies, trusts and foundations.
 - Working with creative leads, managers and partners to develop funding propositions.
 - Producing compelling applications and sponsorship propositions.
 - Overseeing the whole portfolio of applications, opportunities and deadlines.
 - Proactively managing relationships with funders and leveraging partnership opportunities.
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- Supporting colleagues in preparing smaller grant applications and proposals.
 - Researching and targeting potential sponsors and coordinating the direct engagement.
 - Representing Phoenix at appropriate events, through presentations and in partnership discussions, communicating the charitable aims and opportunities for potential donors.

Other Responsibilities

- Ensuring timely reports are provided to funders working with programme leads as required.
- Liaising with the Membership and Friends manager to develop individual giving. Designing individuals giving campaigns.
- A member of the Creative Team thereby influencing the development of the programme.
- Line-managing assistants and/or volunteers as required.
- Developing your professional practice and skills with the CEO's support.
- Contributing to the development of Phoenix as a member of the management team.
- Producing fundraising resources and tools for staff and Trustees.

Phoenix

Role Description

5. Qualifications, skills, knowledge and personal qualities

Requirements	Essential	Desirable
Qualifications & Training	<ul style="list-style-type: none"> · Degree in relevant discipline or substantial professional experience in business development. 	<ul style="list-style-type: none"> · Membership of relevant professional body.
Experience & Achievement	<ul style="list-style-type: none"> · Experience & achievement in a business development role that is commensurate with our ambition. · Leading successful significant grant applications. · Achievement in leading or influencing collaborative applications to foundations, trusts and agencies. · Experience & achievement in partnership development. · Designing funded programmes that have high impact and are efficient and scalable. · Achievement in capital fundraising. 	<ul style="list-style-type: none"> · Business development experience in a cultural or education organisation. · Experience with individual donor and membership schemes. · Knowledge / experience in social finance and crowd funding models. · Experience in applying impact evaluation methods.
Skills & Knowledge	<ul style="list-style-type: none"> · Excellent writing skills to produce compelling propositions. · Excellent presentation skills. · Excellent planning & organising skills. · Project and budget management. · Ability to think strategically - researching & developing funding opportunities that support strategic aims and generate significant financial contribution. · Creativity & innovation - ability to generate ideas and convert them into propositions. · Facilitation – ability to listen, and guide ideas drawing on the talents of others, towards a defined goal. · Ability to communicate effectively across business and cultural sectors. · Competent in office applications and database 	<ul style="list-style-type: none"> · Knowledge of world cinema and/or digital arts. · Knowledge of and personal connections with culture & education funders including Arts Council England and BFI. Other relevant personal networks. · Events management skills · Knowledge of other fundraising models of relevance to Phoenix. · Knowledge of business and creative sectors and other networks of relevance to our aims.

Phoenix

Role Description

	<p>management.</p> <ul style="list-style-type: none"> · Knowledge of fundraising regulations & best practice. 	
Personal qualities	<ul style="list-style-type: none"> · Personally credible with good influencing skills with a wide range of people and across sectors. · Ability to communicate effectively with a wide range of people, personalities & management levels. Including excellent and persuasive writing skills; and good debating and presentation skills. · Ability to work independently whilst judging when to seek guidance and support from colleagues. · Self-motivated, entrepreneurial & task oriented. · Capable of working calmly and methodically whilst under pressure and dealing with multiple deadlines. · Able to advocate the benefits that culture has on people and place. · Enthusiasm & ability to develop yourself in the role, through personal practice as well as from colleagues, partners and other sources. · Flexible approach and the capacity to work the hours to fulfil the role. · Ability and willingness to travel, primarily in the UK. · Excellent partner relationship management skills. 	<ul style="list-style-type: none"> - Personal appreciation of world cinema, digital arts and film making. - Valid UK driving licence.