



**Job:** Business Development Officer

**Location:** tbc

**Salary Range:** £27,300 - £32,300 (All Other Areas)  
£30,000 - £35,000 (London)

### **Who are we?**

Shaw Trust is a progressive charity on an exciting journey to increase our reach and impact to help people across the UK. For over 30 years we have supported people to make positive changes to their lives through training and employment, and our ambitious plans need the right people to help us transform many more lives, in many more ways.

In November 2014 the Disabled Living Foundation (DLF) merged with Shaw Trust so that we could scale the practical advice on assistive technology to millions more disabled and older people and their families and carers.

DLF provides impartial advice, information and training on assistive technology for independent living – from toilet seats to telecare. We help people deal with the impact of becoming disabled or getting older, enabling them to maintain choice, independence and control over their lives. The DLF works as one of a range of charitable enterprises within the Shaw Trust.

### **What we need?**

To further optimise our sales approach and take advantage of new markets for licences and training we will enhance our team with the recruitment of a Business Development Officer (BDO) managing relationships in Wales.

The BDO will instigate and develop partnerships with organisations that will benefit from DLF products and services, such as local authorities, housing and care providers and other charities.

To stand-out you need to champion and embrace change and be willing to learn and collaborate with others.

### **Are you right for the job?**

- Are you a confident communicator with experience of business development?
- Do you thrive in an environment that encourages you to promote business solutions with a social purpose?
- Do you have a strong track record of achieving targets?
- Are you used to working at senior level in a range of external organisations?
- Are you organised and thorough with a customer service ethos?
- Do you motivate people and stay focused under pressure?

## Person Specification

### Job Title: Business Development Officer

(E = Essential D = Desirable)

#### Competencies

- Embraces change and drives continuous improvement (E)
- People-centred in a commercial framework, takes accountability for results (E)
- Demonstrates a passion to further the charitable aims of the organisation and acts with integrity (E)
- Enthusiastically collaborates and unites with others behind the organisation's mission (E)
- Provides a best in class service to all customers internal and external (E)

#### Technical competency (qualifications and training)

- Educated to degree level or equivalent (E)
- A qualification, or accredited training, in a relevant discipline, such as health and social care or education (D)

#### Experience, Knowledge and Skills

- Successful track record in business development in public and private sector (E)
- Experience of developing sales plan and lead generation strategy (E)
- Ability to conduct customer research in preparation for sales contact (E)
- Experience of customer account relationship management (E)
- Experience of working in a target driven role (E)
- Good working knowledge of the Assistive Technology (AT) industry (E)
- Experience in working with health and social care commissioners. (D)
- Good understanding of disability issues (D)
- Ability to build rapport, empathy and co-operation at all levels of interaction including senior management (E)
- Has the ability to expand the service offer (D)
- Results orientated, resilient and customer focused (E)
- Confident to work independently and act as an ambassador for the DLF's work with external partner organisations (E)
- Self-motivated with a desire to achieve (E)
- Good verbal, written and reporting skills (E)
- Excellent presenting skills (E)
- Strong verbal and written communication skills (E)
- Good administration and organisational skills with good experience of using office and CRM systems (E)
- Ability to plan and implement schedules and deliver to agreed schedules (E)
- Solutions focussed with ability to work under pressure (E)
- Ability to work on own initiative and as part of a team (E)

#### Safeguarding

- Demonstrate understanding and commitment to the protection and safeguarding of young people and vulnerable adults (E)
- Role requires a Criminal Records Bureau disclosure at Enhanced level (E)
- Demonstrate understanding and commitment to Data Protection (E)

## Main Duties

1. Act as the DLF business development lead in Wales and other areas, if required, and increase income through uptake of our services such as training, licensing, sponsorship and conferences
2. Promoting DLF services via a strong stakeholder engagement plan to key health, care, housing and local authority areas along with domestic customers and professional advisors – effectively reaching many more people
3. Meeting agreed sales target for licence agreements for AskSARA and training courses and conferences.
4. Research and develop new contacts amongst target organisations which will include statutory, public sector (local authorities, NHS), commercial organisations such as housing associations and care providers, charities and others .
5. To develop a thorough understanding of assistive technology and maintain an awareness of relevant developments.
6. To develop a good understanding of the mechanisms by which assistive technology is made available to the public and maintain an awareness of relevant developments
7. To carry out phone-based campaigns to identify prospects for DLF 's services – AskSARA, DLF Training, tools for healthcare professionals (DLF-Data), information services and conferences using Salesforce CRM to record and plan all contact.
8. To provide fully costed proposals and tenders to potential customers to a high standard
9. Develop and maintain a sound knowledge of the older/disabled persons ' arena in which DLF operates, including a good knowledge of competitor activities.
10. Develop and maintain a full understanding of DLF 's current and planned services to ensure opportunities are optimised with existing and new partners, optimising all opportunities.
11. Plan and execute face-to-face presentations.
12. Develop marketing and sales materials to support the role.
13. Maintain clear and accurate records and contact reporting including sales pipeline reports, on CRM database.
14. Provide market intelligence feedback to the organisation to support the development of service offerings/developments.
15. To represent DLF at key regional forums, such as NAEP, Royal College of Occupational Therapists and National Back Exchange
16. To participate and report fully in team meetings
17. To take part in any events and other offsite meetings agreed in advance with line manager

## Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the data protection legislation at all times.
7. Be aware of, promote and implement Shaw Trust's Quality and Information Security Management Systems.
8. To report to Line Manager, or other appropriate person, in the event of awareness of poor practice.
9. Recycle and manage energy within your environment.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.