



Job Description

Business Engagement Manager

Contract Type:	Permanent
Hours:	35 hours per week (full time), Mon-Fri
Location:	The work is predominately based in the London Borough of Barking & Dagenham, where we intend to take up office space; in the meantime, the position is largely working from home. You will, occasionally, be required to attend meetings, events or activities outside of the borough.
Salary:	£33,000 to £36,000 (depending on experience)
Annual Leave:	25 days per year plus Bank Holidays
Probation Period:	Three months
Reports to:	Chief Executive

1. Background

Barking and Dagenham Giving is the platform for local people, businesses and voluntary and community sector organisations to commit their ideas, energy and resources to strengthening the things that matter locally.

We are an ambitious, inclusive and independent convener, passionate about collaborative working and with strong insight into the priorities that matter within our borough.

Over the past two years, we have been exploring new forms of participatory grant-making. This has focused on changing power dynamics around funding and building relationships based on trust with our partners. We believe local people are best placed to make decisions about how the issues they face should be tackled and that our role as a funder should be about making sure they have the tools, knowledge, and resources they need to make positive and sustainable change, as defined by them.

For a bit of background to the sort of thinking which informs our work, this resource is a useful starting point: http://grantcraft.org/wp-content/uploads/sites/2/2018/12/DecidingTogether_Final_20181002.pdf

2. Overview of Role

BD Giving's key activities include the distribution of grants to residents, social entrepreneurs and community groups in Barking & Dagenham. Our work in this field has been widely recognised for its innovation and national significance in driving more equitable and inclusive access to resources.

We want to make the local economy work for everyone in B&D and believe that everyone has something to give time, talent, connections, money and resources. We see business as an important partner in achieving our goals, and a key stakeholder in developing a more inclusive, hopeful and just place in which everyone has the opportunity to flourish.

This vital development role will drive the sustained growth of BD Giving's relationships with local and London-based businesses to benefit residents, social entrepreneurs and community groups in Barking & Dagenham. This includes unlocking the huge untapped potential for community funding and in-kind/volunteering support from Barking & Dagenham's fast-growing business sector, and High Net Worth (HNW) individuals with personal links to the borough. The post-holder will work closely with the CEO to develop a winning Business Engagement Strategy for the community, and proactively engage these stakeholders through targeted communication and relationship-building, leveraging key events including BD Giving's annual Giving Week and Giving Tuesday initiatives. The role will also work closely with BD Giving's new Fundraising Manager to direct relevant donations to BD Giving's new [Community Endowment Fund](#).

3. Main Responsibilities

Develop and grow local business engagement

- Work closely with the CEO to develop & implement a Business Engagement strategy
- Develop and maintain annual and three-year activity plans, assessing and incorporating new opportunities as these arise
- Act as the main point of contact for local businesses, strengthening partnerships through appropriate regular communication/progress reporting and other opportunities for engagement with the charity's work – including Giving Week and Giving Tuesday
- Lead & develop a range of new borough-wide giving schemes to engage local businesses, including initiatives trialed in other boroughs (e.g. Community Toilets), plus employee volunteering, in-kind giving, asset sharing and cash donations
- Sign-up businesses to the local initiatives and work closely with the Marketing & Events Officer to grow support through effective publicity and acknowledgement activities
- Stay well-informed about the specialisms, aims and assets of local VCSE networks, and be proactive in supporting the development of local VCSE and business partnerships by arranging and facilitating meetings between prospective local partner organisations
- Broker relationship and networking opportunities between businesses and charities, including setting up cross-sector community conversations for business and charitable sector addressing key local issues, and organise/facilitate B-2-B, B-2-VCSE and VCSE-2-B training activities
- Work closely with the Fundraising Manager and the Learning & Participation Manager to direct cash and in-kind/volunteering support to relevant VCSE groups and networks.
- Liaise with staff, service users and other stakeholders to gather and present a wide range of programme data, including case studies and testimonials for business sector communications
- Undertake ongoing prospect research, networking and relationship building activity to engage HNW individuals with personal/family links to Barking & Dagenham
- Work with the CEO and Learning & Participation Manager to regularly evaluate the impact of Business Engagement activity in consultation with the community, ensuring that learning is used to guide the ongoing improvement of support

General

- Ensure all business activities uphold our integrity and core values
- As required, represent BD Giving by attending relevant networking events

- Attend Staff Meetings, and some Board Meetings
- Be aware of and work to actively implement BD Giving's Policies
- Fulfil other duties as directed by the CEO which are appropriate to the role

4. Person Specification

Essential

- Strong belief and enthusiasm for the charity's aims and mission
- Experience in developing and embedding a CRM product (e.g. Salesforce) across an organisation
- Passionate about promoting collaboration, inclusion, equality & diversity
- 5+ years in a similar role or similar industry with a proven track record in meeting financial targets, building key relationships, and creating innovative revenue streams
- Target-focused, entrepreneurial mindset with strong planning & organisational ability
- Outgoing and engaging verbal communication style, confident in liaising with people from all backgrounds and communities (including HNW individuals and those in senior business roles)
- Self-motivated and resilient, high levels of determination and tenacity
- Willingness to take on new challenges and responsibilities
- Ability to create and implement strategic plans
- Strong research and analytical skills, confidence in interpreting/presenting financial information and other numerical and statistical data
- Talent for conveying complex information/ideas eloquently and clearly through written, phone and face-to-face contact, as appropriate to audiences
- Computer literacy (Microsoft Word, Excel, Outlook, PDF, PowerPoint and CRM/database products), using templates, formatting, house style and branding
- Conscientiousness in maintaining electronic information records with due consideration of confidentiality, information governance legislation and marketing best practice standards
- Ability to work alone and as part of a team

Desirable

- Experience of working or volunteering in the charity / not for profit sector
- Experience of developing and/or marketing business services
- Educated to degree level
- A qualification or proof of training in business, marketing or project management
- Knowledge of/interest in participatory approaches to community funding & development
- Interests in developing skills and knowledge in community engagement & social change
- Knowledge and understanding of relevant equal opportunities issues, particularly barriers to participation for certain sections of the community and how these might be addressed.

5. Find out more and/or apply

Like the sound of the role but not sure if you have the right experience? We're always happy to have an informal chat. Please contact us at hello@bdgiving.org.uk and we'll arrange a phone conversation with you.

Once you're ready to apply please send your **CV and a covering letter of no more than one A4 side** to geraud@bdgiving.org.uk.

If invited to interview BD Giving will require all applicants to provide documentary evidence of their right to work in the United Kingdom. It is the organisation's policy, that all applicants comply with this request.

We are currently unable to accept applications from candidates who do not have the right to work in the United Kingdom.

Closing Date: 10/10/2021

We will be inviting candidates for interview as applications arrive, we therefore reserve the right to bring the closing date forward.

At BD Giving, we believe that a diverse workforce leads to an organisation that is more innovative, more creative and gets better results.

We want our workforce to represent the diversity of the people and communities we work with. We also want our workplace to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

This means that when we are recruiting, we actively seek to reach a diverse pool of candidates. It also means that we are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good balance between work and home life, so we do everything we can to accommodate flexible working, including working from home, compressed or part-time hours, job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you would like to explore.

