

JOB DESCRIPTION AND PERSON SPECIFICATION

Role Title:

Business Development Manager (BDM)

Reports to:

Chair of British Muslim Heritage Centre

Salary band

£25,000 basic remuneration plus performance related bonus and successful funding applications. 12-month contract (reviewed after 12 months) with a six-month probationary period

Main contacts

- Chair and Chief Executive Officer
- Business Development Committee

Location:

British Muslim Heritage Centre,
Whalley Range,
Manchester, M168BP

Introduction:

The British Muslim Heritage Centre (BMHC) plays a pivotal role in developing and supporting the Muslim and wider communities. 2006 was a landmark year for the BMHC; this was the year that the Trustees of the BMHC hard work was rewarded by the acquisition of the 180 years old iconic grade 11 listed building, now referred to as the British Muslim Heritage Centre. Since then the trustees have been successfully developing the centre and made significant achievements including celebrating Muslim heritage, culture and history; completion of the refurbishment of the main Grade II* listed building; Heritage Radio Station and the multi-purpose 'Culture and Arts' complex and various development programmes that are designed to empower and support the Muslim community to open its doors for all, promoting better understanding between Muslims and the wider communities.



In addition, BMHC continues to respond to the challenges faced by the Muslim community and wider communities. The challenges include tackling extremism, Islamophobia and the lack of understanding between Muslims and non-Muslims. Hence, BMHC vision and purpose is to be the centre of excellence in the world that promotes Muslim heritage, the empowerment and development of the Muslim community and foster better understanding between Muslims and diverse communities. In order to achieve BMHC vision and make it a reality, BMHC has the followings goals:

- To create an inclusive and learning environment where everyone can benefit.
- To work in partnership to deliver programmes that support and develop the Muslim community and other vulnerable communities.
- To promote Muslim heritage programmes which contributes towards a better understanding between Muslim and non-Muslim communities
- To support and develop our staff, board members and volunteers to meet the current and future challenges.
- To promote the work, we do through the development of a communications and marketing strategy.

We recruited a new Chief Executive Officer in 2019 and our ambitions is to become a centre of excellence for learning and development. In order to meet the above vision and our goals, we are looking for highly motivated Business Development Manager (BDM) to help us to successfully implement our vision.

Job Summary

We are looking for someone to lead and co-ordinate our fundraising and marketing strategy and project manage our fundraising appeals as an integral part of our management team.

The successful candidate will champion our vision and goals and be responsible for using a range of direct marketing techniques to grow our **Friends of the Centre** (FOTC) base and to enhance the recruitment and retention of our existing FOTC and other donors, in order to maximise income. We are looking for someone with experience who is creative and entrepreneurial as well as collaborative and excellent at managing relationships both internally and externally. The role requires someone who is a strong team player to join our senior management team. You will be passionate about supporting the most vulnerable in our society and the importance of faith and race relations in a multi-cultural and diverse society. The role and responsibilities will cut across all the different functions of BMHC; the main focus will be to raise funds to financially sustain BMHC's programmes and most importantly raise funds and market our vision for the new development project.



This includes a wider responsibility of developing and implementing a BMHC Business Development Strategy. The role requires liaising with senior individuals within the public, private and voluntary sectors to create a powerful and consistent narrative that underpins BMHC's vision and goals.

Main Duties and Responsibilities

- Responsible for the day-to-day business development of BMHC's programmes, existing building and the new development funding applications.
- Develop and project manage BMHC's fundraising appeals/events (Gala Dinner, focused fundraising events such as Business Club, Solicitors' Network etc) including recruiting and retaining FOTC, businesses, organisations and agencies and other funding institutions regionally and nationally.
- Developing 12-month fundraising and marketing strategy and plan. The plan to include design and delivery of fundraising & marketing activities that support BMHC's vision and goals including FOTC communication and engagement.
- Manage all enquires relating to fundraising & marketing and volunteers.
- Write fundraising applications on behalf of BMHC and ensure that deadline for applications are met.
- Liaise with staff and other fundraising and marketing organisations and partners for possible joint applications.
- Develop and maintain effective relationships with funding bodies and ensure that funding applications and high-risk issues are managed appropriately.
- Look for opportunities to promote positive news stories to support the objectives, vision, and values of the BMHC.
- Horizon-scan for funding opportunities and provide briefings to the Chair and CEO on future opportunities.
- Co-ordinate and market BMHC activities and promote the work of BMHC's programmes and future vision by effectively using various media mediums including Heritage Radio Station, TV Station, YouTube, website, designing flyers for programmes, social media such as Twitter and Facebook etc.
- Liaise with other relevant organisations to promote the BMHC.

General duties of all Post Holders

- To undertake any other reasonable duty, which is appropriate to the role when requested by the CEO and the Chair.
- To be familiar with and comply with all BMHC and procedures, protocols and guidelines.
- To be aware of and work towards the BMHC strategic vision and goals.
- To use own transport across GM. However, travel outside of GM will be reimbursed to the value of a standard second-class rail fare and expenses.

Standards of Business Conduct

- The post holder will always be required to comply with the BMHC standing order and standing financial instructions, deal honestly with the BMHC with colleagues and all those who have dealing with the BMHC including volunteers, staff, FOTC and partners.
- The post holder must ensure that their behaviour and interests inside and outside work do not conflict with their position, duties and/or responsibilities at the BMHC.
- The post holder must comply with and support the vision, goals and values of the BMHC as outlined in the 3-year strategic plan.
- The post holder must not share any contacts that have been provided and built during the period of engagement.
- The post holder will be required to develop and maintain good working relationships with all volunteers, staff, FOTC, service users and partners and where appropriate, members of the public and stakeholders.
- The BMHC aims to maintain the goodwill and confidence of its own staff, volunteers, service users, partners, FOTC and the general public. To assist in achieving this objective, it is always essential that the post holder carries out their duties in a courteous, sympathetic and professional manner.

Equality and Diversity and Equal Opportunities

- The post holder must carry out all duties and responsibilities of the post in accordance with the BMHC Equal Opportunities and Equality and Diversity policies, avoiding unlawful discriminatory behaviour and actions when dealing with colleagues, service users, members of the public and all other stakeholders.



- The post holder must promote awareness and respect for equality and diversity in accordance with BMHC policies and procedures.
- The post holder is responsible for treating all staff, FOTC, service users, partners, volunteers and the general public with dignity and respect at all times.

Safeguarding

All staff have a responsibility to promote the welfare of any child, young person or vulnerable adult they come into contact with and in cases where there are safeguarding concerns, to act upon them and protect the individual from harm.

The postholder will have a standard DBS certificate, if he/she does not have one they will be expected to have one within four weeks from start of employment date.

Working Hours

The core working hours are from 9.00am to 5.00pm, five days a week. However, BMHC is a charitable organisation and often holds meetings and events during unsocial hours (evening and weekends). Therefore, the post holder will be expected to work outside the core hours on the odd occasion.

In addition, the postholder will be expected to take his/her own initiative to identify external events that will contribute towards successfully meeting the role and responsibilities of the post. A discussion and approval should be sought from the Chair or the Chief Executive Officer prior to attending the events.

Professional and Personal Development

- The post holder must ensure that they are aware of their responsibilities by attending the BMHC Training and Induction Programme.
- The post holder will be involved in a formal 1-2-1 meetings on a regular basis including a review with the CEO at least every 12 months. Once performance / training objectives have been set, the postholder's progress will be reviewed on a regular basis, so that new objectives can be agreed and set, in order to maintain progress in achieving the tasks outlined in the job descriptions above.
- The post holder will be expected to take responsibility for their own professional development and will be supported by the BMHC to achieve development opportunities as appropriate.

Confidentiality and Information Governance

- Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to confidential documents and information relating to service users, staff, FOTC, partners, donors, and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the BMHC unless done in the



normal course of carrying out the duties of the post. Information cannot be used for any other project that he or she may undertake.

- Not to raise funds for any other organisation other than the BMHC.
- Disciplinary action will be considered where a breach of confidence has been established.
- All information obtained or held during the post-holder's period of engagement that relates to the business of the BMHC and its service users, FOTC, contractors and employees will remain the property of the BMHC. Information may be subject to disclosure under legislation at the BMHC discretion and in line with national rules on exemption.
- The post holder must maintain high standards of quality in all record keeping ensuring information is always recorded accurately, appropriately and kept up to date. The post holder must only access information, whether paper, electronic or in other media, which is authorised to them as part of their duties.
- The post holder must work to the requirements of data protection laws as applicable to the UK, which includes the General Data Protection Regulations (GDPR).

Health and Safety at Work

- The post holder is required to take reasonable care of the health and safety of themselves and other persons who may be affected by their acts or omissions
- at work and to co-operate with the BMHC in adhering to statutory and departmental safety regulations.
- The post holder is responsible for ensuring that they do not intentionally or recklessly misuse or interfere with anything provided in the interests of health safety or welfare e.g. misuse of equipment.
- The post holder is required to contribute to the control of risk and must report immediately, using the BMHC Incident Reporting System, any incident, accident or near miss involving service users, staff, partners, contractors or members of the public.
- The BMHC site has been designated as a no smoking area. The post holder is therefore advised that smoking is NOT permitted within the BMHC premises.

Person Specification

Attributes	Essential	Desirable	How Assessed
Education / Qualifications		<ul style="list-style-type: none"> Academic or professional qualification in fundraising and marketing or business studies 	<ul style="list-style-type: none"> Application Form Certificate(s) Interview
Experience and Knowledge	<ul style="list-style-type: none"> Must have minimum of 3 years' experience of business development, fundraising and marketing. Including developing strategies and policies Solid understanding of the brand planning process and the broad principles of good business development & marketing strategy and brand positioning Experience of working with UK and international media, the press, and experience of running successful fundraising and marketing campaigns. 	<p>Good knowledge and understanding of the various faiths and issues affecting faith communities.</p> <ul style="list-style-type: none"> Experience in line management of a small number of staff members, including recruiting and supporting volunteers to help with fundraising events and activities. 	<ul style="list-style-type: none"> Application Form Interview

	<ul style="list-style-type: none"> • Experience of developing and managing budgets and procuring and managing suppliers to deliver outsourced support. • Draft and edit stories and content for BMHC newsletters, reports, briefings and wide-ranging written outputs, and assist in diversifying our communications through use of video and other media. • Knowledge and experience of working with the faith groups and organisations • Experience of website and social media management • Sound knowledge of word processing packages including Word, Excel, PowerPoint, Outlook (email) 		
Skills and Abilities	<ul style="list-style-type: none"> • Excellent project management skills. 		<ul style="list-style-type: none"> • Application Form • Interview

	<ul style="list-style-type: none"> • Excellent, negotiation and communication skills (Verbal and Written) • Able to deal with difficult individuals' relation to fundraising and marketing • Excellent people management and motivation skills. • Ability to work on own initiative without close supervision. • High level of interpersonal skills and displaying an excellent manner with members of the public from a diverse background and with staff. • Be able to work calmly and effectively under pressure, react quickly, and meet tight deadlines. • Must be creative, innovative, and always searching for new ideas to increase funding opportunities. 		
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	<ul style="list-style-type: none"> • Have strong IT skills, including word processing and data handling. • Respect the Islamic ethos of the BMHC. • Ability to play a key role on the Chief Executive Officer's Senior Management Team including inputting into business planning, organisational strategy, and strategic decision-making, as well as providing leadership and inspiration to a small and dedicated team. • Excellent organisational skills • Good facilitation skills • Excellent written and verbal communication and interpersonal skills 		
Work Related Circumstances	<ul style="list-style-type: none"> • Use of a car or access to a means of mobility to travel across Greater Manchester and throughout the UK if and when required. 		<ul style="list-style-type: none"> • Application Form • Driving License • Interview

	<ul style="list-style-type: none"> • Willing to carry out all duties and responsibilities of the post in accordance with BMHC's Equal Opportunities and Equality & Diversity policies. 		
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