



Brief for the position of  
**Business Development Manager**  
**Groundwork West Midlands**

March 2021



## Company Overview

Groundwork is a charity working to transform lives in the UK's most disadvantaged communities.

We are passionate creating a future where every neighbourhood is vibrant and green, every community is strong and able to shape its own destiny and no-one is held back by their background or circumstances.

We help people gain confidence and skills, get into training and work, protect and improve green spaces, lead more active lives and overcome significant challenges such as poverty, isolation, low skills and poor health.

## Why our work is needed

The UK is one of the richest nations in the world yet many people in many communities face significant hardship.

- Continued reductions in public spending mean there is a risk of greater social inequality and greater geographic disparity as services people rely on are cut.
- The neighbourhood services that enhance our quality of life – from youth clubs to parks – will feel the brunt of spending reductions.
- As our economy and welfare system change, some people in some parts of the country will remain marginalised and vulnerable.
- Environmental impacts – from flooding to energy price rises – will impact disproportionately on those who have least protection.

Addressing these challenges will require new ideas and approaches, engaging communities and businesses, as well as new forms of public service delivery.

Groundwork was established at a time of political, social and economic challenge as an experiment to help communities cope with change and work together to make their lives and neighbourhoods better. That experience and that spirit of enterprise and innovation have never been more needed.

What drives us is the recognition that in every community – however disadvantaged – there are deep reserves of pride in the local area and people with the passion and ideas to improve their circumstances and surroundings.

Groundwork exists to harness that pride and unlock that passion through services, projects and programmes that change people's lives now but also make our communities more resilient for the future.

## Groundwork West Midlands

We have been working for over 20 years to build better, greener lives in the places that need it the most. We're committed to practical action to build stronger communities with better local environments, to tackle climate change and combat fuel poverty, to improve skills and get people back into work and inspire the next generation of community champions and green leaders.

**Last year alone we:**

- Helped local businesses save a combined **£850,000** in energy savings
- Helped **500** people into sustainable employment
- Got **8,000** young people more active
- Improved the diets and lifestyles of over **675** people
- Secured **£26,000** of grants to help people in financial crisis
- Planted **475** trees

 **Our Vision**

Groundwork West Midlands aims to help people and organisations make changes to create better neighbourhoods, to build skills and job prospects, and to live and work in a greener way.

We know that these important issues are all connected and to make a real change we need to take a holistic approach, hence working on hundreds of individual projects each year across the West Midlands, focusing our activity on communities where we can make a difference and create projects and services that benefit both people and the wider environment.

Our purpose is "to build sustainable communities through joint environmental action". We operate in the West Midlands' most deprived areas to improve the quality of people's lives.

 **Our Mission**

To transform disadvantaged communities through high quality regeneration programmes across the West Midlands.

 **Our Values**

**Positive**- We create positive change whether we build people's skills to improve their job prospects, we motivate and develop young people; we promote greener ways of living and working through the redesign of neglected open spaces and we support residents making their own decisions about the area they live in.

**Professional**- We have over twenty years' experience of delivering bespoke projects that use the environment as a catalyst for building a more sustainable future.

**Partnership**- Our vision would not be possible without our teams who make this possible and working together with passionate individuals, proactive public services and innovative parts of the private sector.

## The Future

The charity has an income of around £2m per year and is having a positive impact across the region however it has been making a loss over the last three years. A permanent CEO was recruited in November 2019 to review the charity's operational structure and to design and implement a plan to ensure sustainability.

Following an extended period of lockdown where the organisation has discovered new and innovative ways of delivering our work, GWWM now has clarity around its purpose and is fit for the future. The CEO and senior team are now working hard to plan an organisation that delivers relevant and meaningful work in a post-Covid crisis world, to build on the excellent work already undertaken in our turnaround plan, shaping and embedding a culture in an organisation that is excited by future opportunities.

The CEO's primary task is to now ensure that GWWM is a visible, active and recognisable positive presence in the region, building relationships with partners and exploring the development of new activities and initiatives.

This is an exciting time in the evolution of Ground Work West Midlands, and as such, we are delighted to be recruiting a Business Development Manager to join our team and help to take the organisation forward at this vital time in our development, when the organisation is effectively being relaunched to grow and play an active and vital role in making the West Midlands a better place to live and work.

**JOB DESCRIPTION.**

<b>JOB TITLE:</b>	Business Development Manager
<b>SALARY GRADE:</b>	£30k - £34k
<b>REPORTS TO:</b>	Chief Executive Officer
<b>DIRECT REPORTS:</b>	No direct reports (although this may change in future)
<b>LOCATION:</b>	Tipton / Birmingham offices to be agreed. Regular travel.

**JOB SUMMARY**

The Business Development Manager (BDM) will work closely with the Chief Executive Officer (CEO) to grow the business activities of Groundwork West Midlands (GWWM). The BDM's core purpose is to work with the CEO, members of the SMT and the Board to identify and develop new business and funding opportunities, to enable GWWM to meet our charitable objectives, specifically with regard to the key themes of;

- Climate Change & the Environment
- Employment & Skills
- Health & Wellbeing

You will provide support to the CEO in the identification of opportunities, development and submission of proposals, and managing the bid/tender processes from scoping through to implementation.

- To secure income from a range of sources to support the Strategic and Business Plans of Groundwork West Midlands.
- To lead on the development of a range of commercial business services.
- To build relationships with a range of key stakeholders to better position the organisation.

## KEY TASKS

- Gain a full understanding of all areas of Groundwork West Midlands to enable post-holder to identify and develop new opportunities.
- To undertake a market analysis to identify opportunities for growth, and to lead on the development of appropriate business products and services as agreed with the CEO.
- To identify opportunities for service development through new funding streams, partnership and commissioning opportunities.
- To lead on the management and preparation of all;
  - Funding bids
  - Tenders
  - Business proposals
- Coordinate the implementation of agreed new projects with the responsible member of SMT, and help to develop monitoring plans, and co-ordinating reporting arrangements.
- To develop positive relationships with a range of stakeholders providing funding to charities, including 3<sup>rd</sup> Sector, Public Sector and the Business Sector, to raise awareness and promote Groundwork West Midlands within the Region.
- Build relationships and partnerships, and pursue funding avenues to realise new service activity in line with GWWM's charitable objectives.
- Implement and facilitate GWWM's Funding Committee and developing the organisation's funding strategy in partnership with the CEO and participating trustees.

To be successful in this role you will:

- Possess a proven track record (2 to 3 years or more) of leading successful applications to grant makers and charitable trusts
- Have experience in corporate fundraising and donor stewardship
- Have experience operating bid/proposal information systems, including commissioner portals and ability to utilise internal systems and data
- Have experience of a broad variety of business/fundraising opportunities relevant to the charitable sector
- Have proven experience of developing and maintaining excellent relationships with key stakeholders to deliver tangible results

## General Objectives

To take responsibility for monitoring and reviewing processes to ensure risk and compliance arrangements are in place and take immediate and appropriate action where risk to the Company is identified.

- To meet with Health and Safety requirements.
- To comply with Equal Opportunities legislation and requirements.
- To carry out other duties which are broadly consistent with the job description and level of the post as required.

 **How to Apply**

To apply, please submit your CV and a covering letter outlining your skills and reasons for applying to Groundwork West Midlands HR Manager at [wmhr@groundwork.org.uk](mailto:wmhr@groundwork.org.uk) by 5pm on Friday 12<sup>th</sup> March 2021.

*In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.*

If you have any queries or would like more information in regard to this opportunity, or would like an informal conversation with the CEO, please contact:

**Simon Johnson**  
**Resources Manager**  
[wmhr@groundwork.org.uk](mailto:wmhr@groundwork.org.uk)