



Business Development Manager

Recruitment Pack, November 2024

Thank you for your interest in the position of Business Development Manager. This pack is intended to provide all the information you need to decide whether you wish to apply for this role. If you have further queries, please contact our Programme Manager, Beverley Gormley, at beverley.gormley@heritagetrustnetwork.org.uk

Equality and Diversity

Heritage Trust Network recognises the value that people from all backgrounds bring to the heritage sector and our organisation. It is important that the way we provide advice about community heritage regeneration reflects the diverse histories, cultures and interests of the localities in which we work. A diverse, representative workforce, where views are valued and championed, will enable us to achieve this. Heritage Trust Network is committed to providing equality of opportunity. If you have a disability, we would be happy to discuss reasonable adjustments to enable you to fulfil the role.

How to apply

1. Read the information in this pack in full.
2. Complete the [online application form](#) by midday on 6th January 2025. If you cannot access the hyperlink, paste this into your browser: <https://www.tfaforms.com/5155022>
3. Complete the separate and anonymous [online equal opportunities](#) monitoring form by the same date. If you cannot access the hyperlink paste this into your browser: <https://www.tfaforms.com/5155041>

If completing the online form presents a problem for you, please get in touch.

This post has been made possible thanks to funding from the National Lottery Heritage Fund





Recruitment timetable

Dates	Details
Deadline	Midday 6 th January 2025
Shortlisting	Week commencing 6 th January 2025
Interviews (online using Zoom)	Week commencing 13 th January 2025
Unsuccessful interviewees notified and successful candidate appointed	Week commencing 13 th January 2025

Summary of employment details

- Job Title:** Business Development Manager
- Salary:** £35,000 p.a.
- Hours:** full time (37 hours per week) with a 3-month probationary period
- Reporting to:** Programme Manager
- Holidays:** 25 days per year plus 3 days shutdown between Christmas and New Year and all public holidays in the UK nation where the post is based
- Pension:** as per statutory auto-enrolment requirements
- Location:** Working from home or from an agreed shared workspace anywhere in the UK

About the Network

Bringing historic buildings and spaces back to life brings joy to so many people. It restores local pride and identity and creates jobs, workplaces, visitor attractions, educational facilities, arts venues and more. By reusing existing buildings our members are retaining embodied carbon and challenging the notion that regeneration means demolish and rebuild. There are thousands of people undertaking this amazing work, either professionally or as volunteers, in all parts of the UK.

Heritage Trust Network is the membership body for independent community organisations, charities and social enterprises that are saving, restoring and managing historic buildings, parks, gardens, canals and railways. Our membership includes both organisations specifically set up to save heritage sites and community organisations that deliver other types of services who have chosen to operate from historic buildings and spaces. We also welcome individuals, businesses and local authorities that support local heritage action. Together we organise conferences, site visits, meetings and online resources where we can network and learn from each other and meet experts and funders.





We...

- Encourage people to get involved in saving local heritage buildings and places by forming new community organisations or working through existing ones
- Support these organisations to restore and reuse local heritage by providing information, advice, training, networking and peer-to-peer learning
- Champion the work and raise the visibility of community heritage organisations and highlight the range of public benefits they provide
- Advocate for a legislative, policy and funding environment that facilitates grassroots action for heritage.
- Promote diversity and inclusion in the heritage sector.

The Network is growing and currently has over 900 members and a staff of six:

David Tittle, Chief Executive

Vicki Cox, Membership Officer

Beverley Gormley, Programme Manager

Sarah Pearce, Development and Outreach Manager

Izabella Maar, Projects Assistant

Grace Richardson, Heritage Trainee (Scotland)

The Network is governed by a board of directors which currently consists of twelve people drawn from our members and other professionals working in the field.

About Essential Networks

This role is being created as part of the Essential Networks project delivery phase. Essential Networks is a major development and resilience project that will transform the Network's ability to empower people to rescue and reuse historic buildings and spaces for the benefit of their communities. It will run from November 2024 to March 2029.

With a £1,364,588 grant from The National Lottery Heritage Fund, we aim to empower thousands of people, from a wide range of backgrounds, throughout the UK to come together to rescue and reuse historic sites for the benefit of their communities. We want to take Heritage Trust Network (rebranded as Heritage Network) to the next level of effectiveness and resilience with the staff team, digital infrastructure and financial sustainability it needs to:

- provide a comprehensive programme of support, expertise, information, peer-learning and networking for all those working on local heritage regeneration.
- effectively celebrate, support and promote the importance of community-led heritage for sustainable regeneration.
- develop complementary networks of supportive businesses, local authorities and individuals.





- enable young people to participate fully in the community heritage sector.

This will enable hundreds more community organisations to successfully save and re-use the buildings and spaces their communities love and build a more resilient Network that is able to develop this work into the next decade.

We will develop a new member portal and website creating a single place for community heritage organisations to interact with the Network, access information and advice, renew memberships and book events. Initiatives, such as learning programmes, organisational health checks and an expert panel will provide new ways for community heritage organisation to become more effective and resilient. Outreach to marginalised communities will make the community heritage sector more diverse and inclusive. During the project our staff team will expand to 13 including:

- Development and Outreach Officer for Wales (part time)
- Development and Outreach Officer for Northern Ireland (part time)
- Business Development Manager
- Marketing and Communications Officer
- Heritage Trainee (UK)
- Development and Outreach Officer for England (dependent on other funding)
- Heritage Trainee (England) (dependent on other funding)

Who you are

You have experience in community heritage, culture and regeneration. You have a background in social enterprise and/or the development of income-earning services within the context of a heritage, cultural or membership organisation. You are financially literate and able to communicate a product or service offer and to pitch a proposal to prospective customers.

You are a self-motivated and hard-working team member who is committed to equality, diversity and inclusion. Team spirit and excellent customer service runs throughout everything you do from timely communication with colleagues, to the satisfaction of a job well done when organising events, building partnerships and attracting members and new stakeholders. You are a natural people-connector and your interest in regeneration, heritage and sustainability in the built and natural environment is evident, as is your drive to improve Heritage Trust Network's long-term resilience.

Role

This is an important role within Essential Networks, a major development and resilience project for Heritage Trust Network, our members and UK heritage. The Network's trustees and staff have agreed an ambitious business plan which builds on its existing strengths. The Business Development Manager will develop the Network's earned income to a level where it is making a substantial net contribution to the organisation.





Key responsibilities

1. Working with the Programme Manager and Chief Executive develop annual work plans to deliver the outputs and outcomes of the business plan.
2. Liaise with all Network staff to ensure co-ordination and complementarity of business development work with other Network activity.
3. Undertake activities to recruit Partner members and ensure they are retained, including developing a heritage business network within the Network.
4. Undertake activities to recruit local authority members and ensure they are retained, including developing a local authority network within the Network.
5. Develop and organise a programme of events, including learning and networking events, study tours and visits and 'trade fair' type events targeted at markets likely to deliver higher ticket revenues.
6. Promote and negotiate business sponsorship for Network events, publications and activities.
7. Research, develop and, if feasible, implement plans for a new class of Supporter members, including recruitment and organising activities to appeal to them.
8. Explore scope for developing donation income and implement agreed plans.
9. Further research and analyse the scope for additional paid-for member services and implement agreed plans.
10. Systematically scan for commissions and invitations to tender for contracts which the Network is well placed to deliver, draft and submit proposals.
11. Research opportunities to deliver services for other organisations, such as local authorities, initiate discussions, draft and submit proposals. Where appropriate explore collaboration opportunities with Partner and Network members.





General responsibilities

12. Work as a member of the Network team, covering for colleagues where required,
13. Ensure your activities deliver the Strategy and Business Plan.
14. Help to champion the rescue and reuse of historic sites across the UK for community benefit, particularly by charities, social enterprises and community organisations.
15. Ensure that all Network activities and communications to members are accessible, inclusive and of a high standard.
16. Represent the Heritage Trust Network at online and in-person events.
17. Use the Network's agreed digital systems and carry out duties in a transparent manner (e.g. using the Network's internal calendar system, storing digital files in agreed shared places, logging activity on the *CRM).
18. Follow Network policies and procedures.





Person Specification

Essential	Desirable
Training, experience and qualifications	
<p>Experience relevant to this role which might include:</p> <ul style="list-style-type: none"> • Business development in the community heritage, culture or regeneration sectors • Developing and delivering profitable events and/or learning activities • Developing and delivering consultancy services • Developing a membership organisation 	<p>Experience across a range of activities relevant to this role</p> <p>Experience of roles that involve working at different levels; strategic, managerial and operational</p>
Knowledge and skills	
<p>Understanding of the heritage, culture and regeneration sectors</p> <p>Ability to assess and improve the viability of projects and products</p> <p>Good interpersonal skills with the ability to work with a diverse range of people</p> <p>Good organisational skills including the ability to keep detailed records</p>	<p>Willingness to work at different levels; strategic, managerial and operational</p> <p>Good verbal and written communication skills including the ability to adapt communication styles to a variety of circumstances</p> <p>Good digital skills</p> <p>Demonstrable commitment to heritage, community development or another area relevant to this role</p> <p>Marketing skills relevant to a membership, learning or consultancy context</p>

*A CRM is a digital 'customer relationship management' platform that helps us to manage our interactions with members, potential members and other stakeholders.

