



**European Union**  
European  
Social Fund



**Active  
Lancashire**  
SPORT / HEALTH / INSPIRE

# Role profile

## Director of Business Development



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## Post

Director of Business Development

## Salary

NJC - 39-46

## Location

Lancashire Business Park, Leyland / Remote working from home

## Reporting to

Chief Executive

## Contract

Full time or flexible - up to 5 days per week (37 hours)

Part-funded by ESIF

## Benefits

Access to Local Government Pension Scheme; 28 day's Annual Leave (FTE) in addition to Bank Holidays and discretionary Christmas Leave; Casual Car User Allowance, Cycle to Work Scheme.

## About Active Lancashire

Founded in 2000, Active Lancashire is the strategic lead for sport and physical activity in Lancashire. We are one of 43 Sport England led [Active Partnerships](#) that drive a sports and physically active delivery system across the country. Our role means that we engage partners, empower communities and enable individuals across the county so that they can reap the benefits of a more physically-active lifestyle.

Together with our partners, we achieve this by leading, facilitating and delivering [life-changing projects](#) and services across the county that tackle inequalities, transform communities and help people lead happier and more prosperous lives.

By joining our organisation, you will gain a better understanding of local communities and the issues they face, and how our partnership work tackles those issues. Your work will have a direct impact on our communities and bring positive change into people's lives.

## Our strategy - A Decade of Movement

In 2021, we launched our new strategy, marking an important moment in our history and an exciting moment for the future of Lancashire. 'A Decade of Movement' is based on the belief that every individual deserves to live an enjoyable and active lifestyle.

The links between increased levels of physical activity and improved health are well known and by getting more active, we know that individuals across the county can transform their lives. Our new strategy highlights that through our partner work and the delivery of our projects and services, we can use the power of physical activity to improve employment rates, decrease levels of deprivation and improve overall health in Lancashire.

We want to see a future where every person has access to, and benefits from a physically-active lifestyle. To learn more, we invite you to watch our strategy [video](#), or alternatively, you can download the summary document [here](#).



# Our Values

Through living our values, we shape our own culture and influence those around us.

We believe in our values and will apply them every day in everything that we do from delivering our projects and services to our participants, engaging with our partners and stakeholders and working together as a team.

If you are applying for a job with Active Lancashire, you will be asked to demonstrate some of the Active Lancashire values and how they would apply in your everyday work. **You may want to think about work experience or volunteering you have done or experiences from your personal life such as helping friends or family.**

## Working Together



We drive partnerships and work collaboratively

## Everyone counts



We value, respect and appreciate every voice

## Forward Thinking



We are innovative, bold and strive to improve

## Influencing change



Inspire others to change behaviours and improve lives

## Passion



We are passionate about what we do and care how we do it

## People first



People are at heart of everything we do

# The role

Reporting to the Chief Executive, this Executive role will take direct responsibility for internal and external Business Development activity including communications, commercial sales and marketing, and associated professional service functions. This role will also be responsible for ensuring we develop, engage and gain traction with our target markets through our commercial and charitable service offer.

This Executive Leadership Team role will manage the Marketing and Communications team, support the organisation to achieve our commercial goals and contribute to the Integrated Performance Report (IPR) for Board Governance purposes.

The role will position Active Lancashire to become a more commercial organisation for the future. The role will shape the future skills and experience base of the team, necessary to operate a more commercially orientated organisation.

## The operating environment and context of the role:

This post makes a critical contribution to the Active Lancashire Strategy, Business Plan, Active Lancashire team and delivery of programmes. The post-holder must work closely as part of the Executive and Senior Leadership team to enable and support the effective delivery of planned services and contracts which support our Strategic Goals. The role requires strong leadership and vision to continually improve and develop the organisations service offer to maximise benefits to our partners in line with the Strategy.

A key component of this role is the line management and direction of Marcomms team members to ensure Active Lancashire has a consistently high positive profile externally that will drive development opportunities across the organisation. The role also includes a lead sales and marketing responsibility, as part of our commercialisation focus for the Active Lancashire portfolio of projects, for which the role will provide strategy, development and implementation guidance for the Senior Leadership team and Board.

# Responsibilities

## Commercial Business Support

- Providing commercial business support working with the team and our partners, across the organisation and in support of our partners. This role will be responsible for developing and achieving organisational commercial business goals.

## Policy and Standards


- Data compliance through our communications and information sharing.

## Specialist Business Support

- Maximise commercial potential of the charity and business.



## Marketing, communications and engagement

-  Marketing Strategy KPI's.
- Development of commercial offer to satisfaction of Board.
- Income generation and expenditure targets.

## Executive Leadership Team

- The role will form part of the Executive Leadership Team supporting the Chief Executive with strategic planning, delivery of the Active Lancashire Strategy and the effective operation of the organisation.

## Marketing and Communications Team

- Responsible for the Marketing function and accountability for the Marketing Strategy (2021-26) that aims to ensure Active Lancashire has a consistently high and positive profile externally that will drive development opportunities across the organisation.
- Responsible for internal and external communications associated with systems, activities, standards and capabilities.

## Line Management Responsibility

- Line Management responsibility for the Marketing Manager (Digital Marketing Officer, Marketing & Events Officer, Digital Communications Officer).



# Person specification

Applicants will be expected to demonstrate these experience, skills, abilities and attributes.

Selection criteria	Requirement
<b>Knowledge and Experience:</b>	
• 3+ years' experience of business development in a leadership role.	Essential
• Experience of leading and developing a marketing and communications team.	Essential
• Experience of leading and developing a commercial offer.	Essential
• Experience of working in a structured, deadline orientated environment.	Essential
• A proven track record of making a strong personal impact, demonstrating effectiveness and credibility to operate at a senior level.	Essential
<b>Key Skills:</b>	
• Ability to work at pace on a range of competing priorities, whilst remaining calm under pressure and demonstrating resilience.	Essential
• Evidence of a high level of interpersonal skills and professional insight with the ability to influence and motivate people at all levels, building trust to achieve goals.	Essential
• Excellent judgement and highly developed policy and strategic analysis skills.	Essential
• Strong leadership to get the best out of the team and support their development and growth.	Essential
• A proven commitment to maintaining an environment where staff engagement and morale is high, and to enabling individuals to fulfil their own potential and make an effective contribution to priorities.	Essential
• Ability to enthuse, motivate and build strong, sustainable relationships with partners and customers.	Essential
• Ability to represent the organisation effectively at a strategic level to the satisfaction of the Chief Exec, the Board and Partners.	Essential
• A proven commitment to promoting an inclusive culture in teams.	Essential
<b>Core Behaviours:</b>	
• To represent the organisations values through work practice and leadership.	Essential
• Additionally, this role will be able to see the Big Picture, make effective decisions, develop self and others, leadership.	Essential
<b>Key interfaces (internal and external) and reasons (e.g. inform, negotiate)</b>	
• Partners and key stakeholders. Legal and specialist consultants.	Essential
• Team meetings, project group meetings, task and finish groups, Marcomms, Executive Leadership Team, SLT, Board.	Essential
• Linking and supporting key areas of the business associated with this post: Risk Register, Finance team (Contracts), ESIF funded project leads, Research and Insight leads.	Essential



# Location

Lancashire Business Park, Leyland / Remote working from home.

We are reviewing our longer-term way of working while these arrangements are in place, and anticipate maintaining a flexible and agile approach going forward. Homeworking risk assessments are carried out for all employees working from home.

# Application process

To apply, please submit a CV and cover letter (of not more than one page), explaining clearly why you are interested in the role and suited to it (based on the person specification), to [jobs@activelancashire.org.uk](mailto:jobs@activelancashire.org.uk) or apply via the website at [www.activelancashire.org.uk](http://www.activelancashire.org.uk).

If you would like an informal discussion about this role please contact Adam Norse on the following email address: [adam.norse@veredus.co.uk](mailto:adam.norse@veredus.co.uk)

**In addition, please provide the following information:**

- Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer is confirmed).
- Any reasonable adjustments we can make to assist you in your application or the selection process.

For information on how Active Lancashire processes your data, go to [Privacy Policy](#) | [Active Lancashire](#)

## Closing date

**12<sup>th</sup> September 2022**

We are an equal opportunities employer and we welcome applications from all suitably qualified persons regardless of their sex; religious or similar philosophical belief; political opinion; race; age; sexual orientation; whether they are married or are in a civil partnership; whether they are disabled; whether they have undergone, are undergoing or intend to undergo gender reassignment. We strive to ensure that our staff represent people from all backgrounds; this is not only the right thing to do but will ensure that we can achieve the best results for the communities that our organisation serves.

