

Job Description: Head of Business Development

Hours: 35 hours per week
Salary: £40,000 per annum
Pension: 4% employer pension contribution
Holidays: 37 days annual leave
Location: SWI Central Office, 1 Carmichael Place, Edinburgh EH6 5PH
Contract: Permanent
Reports to: Chief Executive and may involve occasional evening and weekend working and travel across Scotland as required.

About the SWI

The Scottish Women's Institutes (SWI) is one of Scotland's best-known and longest-established women's membership organisations.

Founded in 1917, we bring women together through friendship, learning, skills, events and community activity. With Institutes across Scotland and thousands of members, SWI has an extraordinary heritage – but our focus is firmly on the future.

We are entering an important new phase as we implement our new Strategic Plan. Central to this is growing our membership and reach, diversifying our income and developing partnerships that will help make SWI sustainable for future generations.

About the role

This is a new role within SWI and an opportunity to help shape the next stage of our development.

The Head of Business Development will identify, develop and secure new opportunities that grow SWI's income, partnerships, membership reach and impact.

You will head the development of our income diversification work, including fundraising, grants, sponsorship, corporate partnerships, philanthropic giving and commercial opportunities.

You will also work across the staff team to identify strategic partnerships and new opportunities that extend SWI's reach, strengthen our programmes and support sustainable membership growth.

This isn't simply a fundraising role. We are looking for someone who can see an opportunity, build the relationship, develop the proposition and help turn it into something deliverable.

That directly reflects the delivery plan, which envisages income diversification encompassing sponsorship, grant funding, campaigns, merchandise, licensing, surplus-generating events, paid learning, giving and commercial collaborations.

Key responsibilities

- **Income development:** Develop and deliver SWI's income diversification strategy, identifying new unrestricted and restricted income opportunities and reducing reliance on membership subscriptions.
- **Fundraising and grants:** Build and maintain a strong funding pipeline; research trusts, foundations and grant programmes; develop high-quality applications; and manage funder relationships and reporting.
- **Sponsorship and corporate partnerships:** Develop compelling sponsorship packages for national events, programmes and SWI more widely; identify potential partners; develop proposals; negotiate partnerships; and secure cash and in-kind support.
- **Philanthropy and giving:** Develop SWI's Case for Support and establish appropriate donation, regular giving and legacy programmes, including supporter and donor stewardship. The delivery plan specifically calls for regular giving, legacy programmes and increasing philanthropic income.
- **Commercial development:** Identify and test appropriate commercial opportunities including merchandise, licensing, paid learning, collaborations and other earned-income opportunities.
- **Strategic partnerships:** Build relationships with organisations across the voluntary, public, education, heritage and private sectors that can bring income, expertise, opportunities or increased reach to SWI.
- **Growth opportunities:** Work with Membership and Marketing & Communications to identify new audiences, communities and geographical opportunities for SWI and develop business cases for new initiatives.
- **Pipeline management:** Maintain an active pipeline of funding, partnership and commercial prospects, ensuring opportunities are prioritised and progressed effectively.
- **Relationship management:** Develop excellent long-term relationships with funders, businesses, supporters, partners and other stakeholders.
- **Impact and reporting:** Work with colleagues to demonstrate the impact of SWI's work and develop compelling cases for investment, partnership and support.
- **Financial planning:** Work closely with Finance and the CEO to develop income targets, budgets and forecasts and monitor return on investment.
- **Team working:** Work collaboratively across the small SWI staff team, recognising the distinct responsibilities of Membership, Marketing & Communications, Events, Finance and Administration.
- Provide regular business development reports, pipeline updates and performance information to the CEO and, where appropriate, the Board.

Person specification

Essential

- Proven experience in business development, fundraising, income generation, partnerships or a related role.
- Experience of identifying and developing new income opportunities.
- Experience of developing successful funding applications, commercial proposals, sponsorship proposals or partnership pitches.
- Strong relationship-building skills and the confidence to develop relationships with businesses, funders, partners and senior stakeholders.
- Excellent written communication and proposal-writing skills.

- Commercial awareness and the ability to assess whether an opportunity is financially and strategically worthwhile.
- Ability to develop ideas from initial concept through to a practical proposal or business case.
- Strong organisational and project-management skills, with the ability to manage a varied pipeline of opportunities.
- Comfortable working to targets and reporting on progress and results.
- Ability to work collaboratively across a small team while taking ownership of your own area of responsibility.
- Confident, proactive and comfortable opening conversations and developing new relationships.
- Commitment to SWI's purpose, values and future development.

Desirable

- Experience within the charity, voluntary, membership or social-enterprise sector.
- Knowledge of the Scottish funding landscape.
- Experience of trusts and foundations fundraising.
- Experience of corporate sponsorship or commercial partnerships.
- Experience of individual giving, regular giving or legacy programmes.
- Experience of developing earned-income or commercial products.
- Experience of working with a membership organisation or volunteer-led network.
- Understanding of impact measurement and developing cases for support.

Personal Qualities

- Proactive and self-motivated
- Confident relationship-builder
- Creative and commercially minded
- Collaborative and flexible
- Organised and results-focused

How to apply:

If you're excited about this opportunity, we'd love to hear from you! Please submit your CV along with a covering letter to: jacqui.mcguire@theswi.org.uk