

## **Job Profile Head of Business Development**

### **The role purpose**

Our Head of Business Development is a key role in fulfilling our vision and strategic objectives.

The Head of Business Development is responsible for the day-to-day operational, workforce and financial performance of the Association of Volunteer Managers (AVM), to enable the consistent delivery of a high quality and member focussed service.

The post holder is also responsible for establishing strong and mutually beneficial relationships with members, partners and other stakeholders.

### **Who are we?**

The Association of Volunteer Managers (AVM) is an independent membership body that aims to support, represent, and champion people in volunteer management in the UK regardless of field, discipline or sector.

Our vision is to connect leaders of volunteering to make change happen together.

Over the next five years we will encourage member participation and develop and grow our offer to our membership, promote and foster the development of volunteer management as a profession and increase our cross-sector representation and advocacy.

### **Who are you?**

You have experience of working within membership organisations; skilled at customer engagement and communication; a motivated self-starter with a flexible attitude

### **Main responsibilities of role**

Communicating with members  
Designing, implementing, monitoring, and evaluating service delivery plans  
Budget management  
Management of AVM staff

### **Key relationships**

AVM Chair  
AVM Treasurer  
AVM Operational Oversight Committee  
Directors with responsibility for operational portfolios  
Partner organisations, including infrastructure bodies and corporate partners

## **Key Duties**

### **Strategy**

- Support the Board of Directors with the development of long-term plans to ensure that AVM remains relevant and future focussed
- Lead and promote agreed AVM organisational development initiatives, as directed by the Board
- Explore new ways of delivering membership services, including through the use of technology and new modes of delivery to ensure best value and continuous improvement
- Work with members, partners and stakeholders, to build mutually beneficial relationships and promote the positive reputation of AVM
- Review and evaluate the services provided by AVM to its members and where necessary, take action to improve standards
- Supported by the Treasurer, develop an annual budget, with built in robust monitoring

### **Delivery**

- Lead in the planning of AVM's product and service delivery, including but not limited to events and training
- Ensure that AVM's products and services meet the necessary standards in terms of health and safety considerations
- Research and develop a fair pricing strategy for AVM products and services
- Coordinate and monitor resources required for the delivery of products and services, and create and present reports to the Board as required

### **Membership**

- Develop membership offers based on market research which meet the needs of AVMs target membership base
- Develop and implement a communications, marketing and outreach programme for both members and non-members
- Design new products and services for members

### **Events**

- Have oversight of arrangements which support AVMs events agenda, and contribute by being the key external point of contact on behalf of AVM
- Support the staff team with the development of an events and training calendar, liaison with partner organisations where relevant, and with managing relationships with speakers, sponsors, and suppliers.

### **Database and Website Management**

- Management of the client relationship management (CRM) system, ensuring legal and regulatory compliance
- Have oversight of the web-based portals used by AVM
- Have oversight of the development of AVM's online infrastructure and the publication of materials onto public facing sites

### **Line Management**

- Lead and manage AVM's staff and volunteers to achieve delivery of business plans and goals.
- Maintain and update the suite of human resources policies and procedures

## Person Specification

Essential experience	Desirable experience
<ul style="list-style-type: none"><li>● Experience of working in a membership organisation at a senior level</li><li>● Strong verbal and written communication with a range of audiences adapting styles as appropriate to the circumstances</li><li>● Demonstrable ability to proactively plan and deliver services that represent value for money at a senior level</li><li>● The ability to use and analyse data to inform decisions and take appropriate action</li><li>● Fostering effective partnerships</li><li>● Being accountable for results and actions</li><li>● Budget management</li><li>● Effective persuading, influencing and negotiating skills to achieve best outcomes</li><li>● Experience of managing teams</li><li>● Event management</li></ul>	<ul style="list-style-type: none"><li>● Use of social media in a professional setting</li><li>● Online data management</li><li>● Online publishing</li><li>● Using a WordPress based website</li></ul>

### Additional details

Reporting to: AVM Chair  
Location: Home based, with occasional visits to the office at 2-6 Tenter Ground, London E1 7NH. Travel across the UK will be necessary.  
Hours: 28 per week  
Salary Range: £30,000-£35,000 dependent on experience  
Contract Type: Permanent  
Pension: Contributory pension scheme  
Annual leave: 28 days pro-rata, plus UK bank holidays

### How to apply

Please submit your CV and a supporting statement to Ruth Leonard, AVM Chair, at [chair@volunteermanagers.org.uk](mailto:chair@volunteermanagers.org.uk)

Closing date: Monday 8<sup>th</sup> August 2022.  
Interview: w/c 12<sup>th</sup> September 2022.