



*Mission: "To provide the best of care and support to enable the community to fulfil its potential"*

## JOB DESCRIPTION

The job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.

<b>Job Title:</b>	Business Development, Marketing and Innovation Director
<b>Directorate:</b>	BDM&I
<b>Working Relationships:</b>	Reports to: Chief Executive Works Closely with: Trustees, Directors and Service Managers,
<b>Key External Contacts: (if applicable)</b>	Stakeholders, Commissioners, Statutory Bodies, Policy Makers, Funders, Trusts, Corporate Sponsors, Media, Community Groups
<b>Location:</b>	Hybrid

### **Purpose of Job:**

The BDMI Director leads and oversees delivery of VSA's growth and development strategy. This encompasses the identification, assessment and prioritisation of opportunities to grow VSA's impact for the people of Aberdeen across all aspects of VSA's work. This might include opportunities to enhance income generation, both voluntary and statutory; opportunities to grow, evolve or diversify services; opportunities to innovate within VSA's sphere of care operations and opportunities to influence the wider provision of care or its funding in Aberdeen by building partnerships and alliances with others.

### **Main Duties/Responsibilities:**

1. Identify opportunities to increase the reach, influence and impact of VSA and its services as regards the care needs of the people and communities of Aberdeen City and Shire, whether through growth, evolution or innovation.
2. Identify market trends, new partners, audiences or beneficiary groups, growth areas, products and services.
3. Lead scoping/feasibility exercises regarding the potential growth or evolution of existing services and activities or the development of new services and activities.
4. Lead VSA's marketing, communications and fundraising strategy and delivery, identifying opportunities to grow visibility and engagement, strengthen both organisational and individual voluntary income streams, ensuring a balanced and sustainable portfolio of income over and above VSA's commissioned services.
5. Consider, and if appropriate lead, capital or campaign-based appeals to support significant organisational developments.
6. Lead and oversee delivery of brand, marketing and communications strategies, including development of the VSA brand as a valuable asset in commercial partnerships.
7. Build and maintain mutually beneficial partnerships with existing and potential corporate partners and the wider business sector and community in Aberdeen City and Shire.

8. Build and maintain mutually beneficial relationships with charity and public sector partners, influencers and community leaders.
9. Develop and implement strategic business development plans and an associated evaluation framework

## Person Specification

<b>Qualifications/Training/Education:</b>	
<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Degree qualified, or commensurate occupational experience at a Leadership level</li> <li>• Evidence of commitment to continuing professional and personal development, and lifelong learning</li> </ul>	<p><b>Desirable:</b></p> <p>Qualification in Marketing, or other relevant business discipline.</p>
<b>Experience:</b>	
<p><b>Essential:</b></p> <p>Proven experience as a Business Development Director or similar role</p> <p>An innovate and strategic thinker.</p> <p>Strong leadership and interpersonal skills</p> <p>Track record in relationship and network building and strategic partnership development</p> <p>Skilled negotiator, influencer and diplomat.</p> <p>Track record in driving income and business growth.</p> <p>Has led marketing and income generation teams and has a demonstrable understanding of brand development, marketing and PR strategies.</p> <p>Affinity with the purpose, objectives and values of VSA</p> <p>Solid knowledge of performance reporting and financial/budgeting processes</p>	<p><b>Desirable:</b></p> <p>Proficiency in project management to ensure the implementation of business strategies and initiatives.</p> <p>Has worked in or has a demonstrable understanding of the not-for-profit sector.</p> <p>Has an affinity with or experience of the needs of the Aberdeen community.</p> <p>A good understanding of customer relationship management systems and approaches</p> <p>Understanding of market research methods and analysis</p>