



# Appointment of

Business Development,  
Marketing and Innovation Director





the best of care

Together we are **shaping a better future** for vulnerable children & adults

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VSA is proud to be a Disability Confident employer. We are committed to ensuring that disabled people have the opportunity to fulfil their potential and realise their aspirations within our workplace. As part of our commitment to inclusivity, we welcome applications from individuals with disabilities and will make reasonable adjustments to support their application and participation in the recruitment process. We will offer an interview to any applicant declaring a disability, who also meets the minimum criteria for the role. If you require any assistance or adjustments as part of the application process, please get in touch.

# Welcome

## Message from Sue Freeth, CEO

Our senior team at VSA is looking for a new colleague to play a crucial role in the future of caring support for the people and communities of Aberdeen and the North-East of Scotland. It might be you.

Do you have a business brain, a marketing instinct and a taste for innovation? Are you passionate about helping the most marginalised people in our communities to flourish, thrive and reach their potential?

This brand-new role is for a special individual with vision and imagination as well as proven practical expertise across marketing and income generation, business development and innovation.

Here at VSA we are on the cusp of a new and potentially groundbreaking phase of our 150+ year history. Approaching the end of a strategic review, new opportunities are emerging to build on our history of care and deep connection with Aberdeen and the North-East of Scotland and to stand strong as both voice and provider for the communities and neighbourhoods of our City and Shire.

Whatever our challenges, experiences or backgrounds, everyone deserves access to caring support and meaningful relationships at times of need throughout their lives.

We need this role to drive:

- Opportunities and funding models for organisational and service evolution and expansion
- Marketing, Communications and Fundraising
- External Affairs
- Innovation
- Impact measurement

If this excites and inspires you, please come and talk to us about joining our team.

I look forward to meeting you.

**Sue Freeth**  
CEO





HEALTH & WELLBEING SUPPORT ADULT AND LATER YEARS IN LIFE SERVICES LEARNING  
DISABILITY SERVICES CARERS LINN MOOR SCHOOL AND CAMPUS CHILDREN AND FAMILY SERVICES  
SELF DIRECTED SUPPORT (SDS) MENTAL HEALTH & WELLBEING SUPPORT ADULT AND LATER YEARS  
IN LIFE SERVICES FINANCIAL SUPPORT GRANTS ABERDEENSHIRE CARERS LINN MOOR SCHOOL  
AND CAMPUS CHILDREN AND FAMILY SERVICES FINANCIAL SUPPORT GRANTS

## About the Organisation

For over 150 years VSA has supported people during times of need throughout their lives, to fulfil their physical or learning potential, improve their wellbeing or help them gain access to advice and opportunity. We help the people we support feel safe and secure in a place they call home.

We understand that we will only meet the needs of people from marginalised groups by being truly in and of the communities we serve. We have evolved our expertise through continuous learning and application. We are friends and neighbours of people we support. VSA offers support from the very earliest to the most senior in years. Through nursery primary and secondary education into adult life. Our work spans supporting people with learning support needs, mental health and the additive effects of ageing: supporting independence and supporting families and carers.

As well as providing a reliable home we support young people living with complex additional support needs with an environment in which to thrive at our school campus at Linn Moor. At neighbouring Easter Anguston Farm we provide training placements.

VSA works closely with the local authorities of both Aberdeen City and Shire to offer responsive learning and caring support services based on our deeper understanding of the changing population and the needs of local people. We now aim to go further, building on our established relationships, looking to bring funders, partners and communities together to create innovative models of support which reflect the evolving needs and wishes of our people and neighbourhoods.

# About the Role

In this role you will have the opportunity to connect the people and businesses of Aberdeen and the North-East of Scotland with those who most need support. You will have the freedom to explore new ways of working, new ways of engaging with supporter groups and new ways of generating income – from traditional marketing, fundraising and sales approaches to new models of co-funding and social investment – all alongside our core local authority-commissioned services.

There will be opportunities to extend the reach and impact of our services, learning from what communities tell us, not only as professionals but as neighbours and friends; to broaden our network of financial and business support from commercial, philanthropic and community organisations and from the people of Aberdeen – and ultimately help to transform the lives of those who most need our professional services and support.

As part of the senior team you will work directly with me and your colleague directors, supported by a committed Board of local trustees, in building a thriving community of investment in the care and wellbeing of the people of Aberdeen and the North-East – and contributing to more and better services to meet the care needs of all our communities.

Your role will include leading our marketing, communications and fundraising team, building a stronger connection with the VSA brand, increasing awareness and confidence in how we deliver impact, increasing our fundraising and new income stream capacity and nurturing a highly-motivated and effective team.



# Job Description

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

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Lead and oversee delivery of brand, marketing and communications strategies, including development of the VSA brand as a valuable asset in commercial partnerships.

**14**

Build and maintain mutually beneficial partnerships with existing and potential corporate partners and the wider business sector and community in Aberdeen City and Shire.

**15**

Build and maintain mutually beneficial relationships with charity and public sector partners, influencers and community leaders.

**16**

Develop and implement strategic business development plans and an associated evaluation framework

# Person Specification

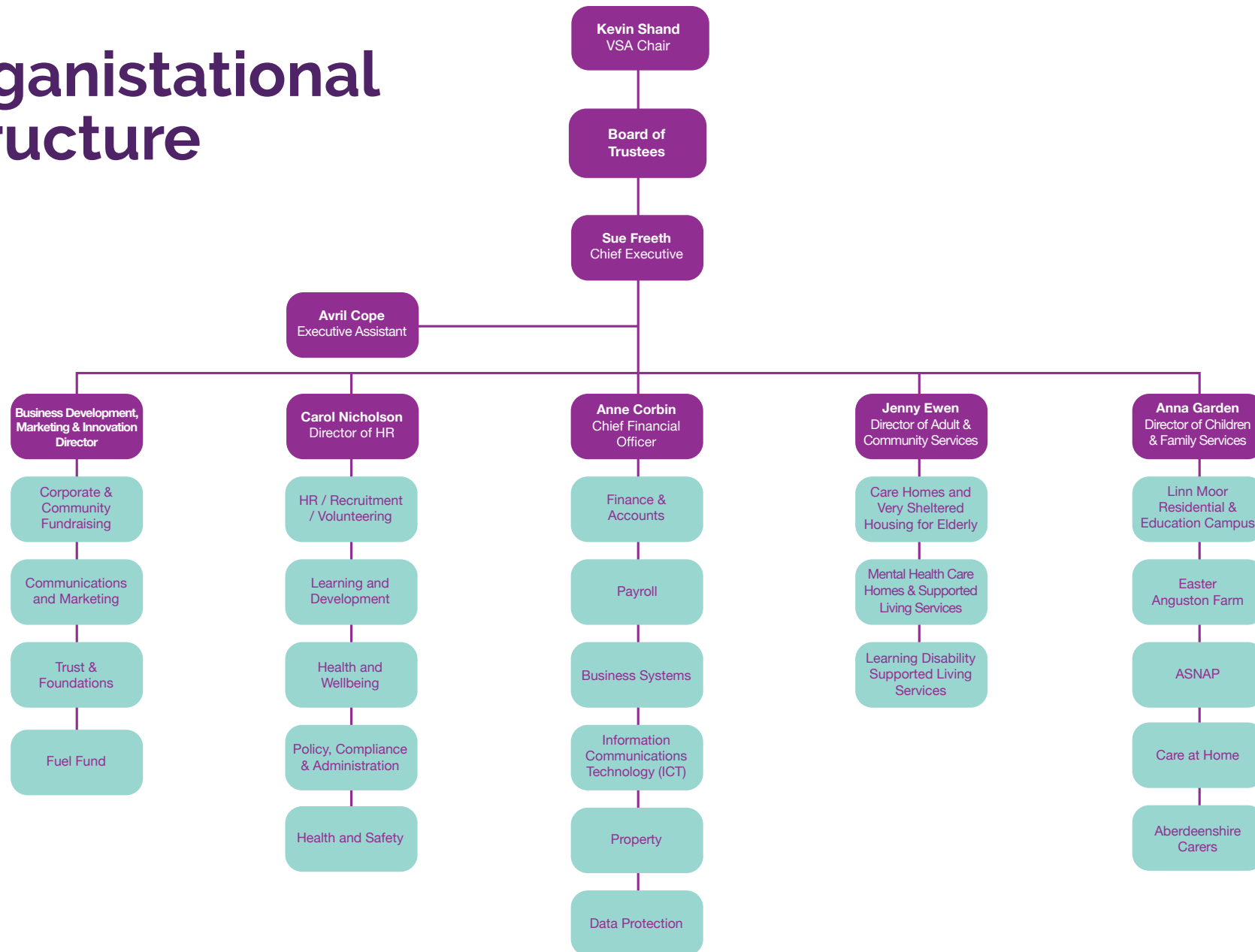
## Qualifications/Training/Education:

Essential:	Desirable:
<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>	<ul style="list-style-type: none"> <li>• Qualification in Marketing, or other relevant business discipline.</li> </ul>

## Experience:

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

# Organistational Structure



# How to Apply

Please contact Donna McKay [donna@awsexecutive.com](mailto:donna@awsexecutive.com) or Alan Surgeon [alan@awsexecutive.com](mailto:alan@awsexecutive.com) to arrange a suitable time for a confidential discussion about this post, ideally via Teams or Zoom.

Suitable candidates will then be invited to apply with a CV and Cover via the microsite link below:

<https://awsexecutive.com/businessdevelopmentmarketinginnovationdirectorforVSA>

## Contact Details

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