# Job Profile

Job Title: Community and Partnerships Business Development Manager

Directorate: Fundraising, Marketing, Digital & Influencing

Reports To: Name a Puppy and National Campaigns Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: July 2025

## Overall Role Purpose

The Community and Partnerships Business Development Manager helps people with sight loss to live the life they choose by generating, maximising and developing long-term income through Name a Puppy and Charity of the Year relationships, across local and regional sectors through capacity-building of Community Fundraising Managers, and the volunteer network.

## Key Responsibilities

* Leading the implementation of the Name a Puppy and Corporate fundraising marketing strategy within Community and partnership Fundraising.
* Capacity building through multiplying and generating corporate fundraising and Name a Puppy opportunities.
* Develop and execute strategic initiatives to identify, engage and onboard new Partnerships, driving growth.
* Managing and completing all compliance documentation for contracted relationships.
* Providing technical expert advice and support to the community fundraising team.
* In collaboration with the Marketing Team, plan and execute the marketing strategy to achieve budgeted income targets and future planned growth in Name a Puppy and Corporate fundraising income in conjunction with Name a Puppy and National Campaigns Manager and Regional Community Fundraising Manager(s).
* Monitoring and evaluating performance to ensure that income and new business team targets are achieved (Name a Puppy and Corporate fundraising), providing contingency planning and support in agreement with Regional Community Fundraising Manager(s).
* Training and capacity-building of Community Fundraising Managers and Volunteers in Name a Puppy fundraising product and corporate fundraising.

Research, test and develop innovative marketing propositions as required providing template resources, roll out plans and support to ensure that Community Fundraising Managers are as effective as possible in delivering their targets.

* Working with the Product Managers to ensure that fundraising products are as appropriate as possible for Community and Partnership audience and target market sectors.
* Lead the development and refinement of fundraising products to ensure offerings align with the needs of the Community Fundraising and partnerships audience and key market sectors, while continuously scanning the market to identify emerging trends and opportunities

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

Number of Indirect Reports: None

Number of Volunteers Supervised: 5-10 Volunteers

### Financial Accountability

Annual Income Accountability: Circa £1m with annual growth plans

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Educated to GCSE grade C or above in English and Maths or equivalent (QCF level 2 / SQCF level 5), or equivalent experience.

#### Desirable

* Relevant professional qualification and/or willingness to work towards the Institute of Fundraising Certificate in Fundraising
* Degree or relevant professional qualification (QCF level 6 / SQCF levels 9-10).

## Job-Related Experience

#### Essential

* Demonstrable experience in applying for and securing new business opportunities.
* Previous experience of professional fundraising or equivalent (e.g. marketing, sales, business development).
* Demonstrable experience of working to and achieving financial targets and deadlines.
* Proven experience of increasing income through identifying and delivering new fundraising product development opportunities.
* Strong multi channel product marketing and communication skills
* Proven ability to develop, launch and grow customer facing products

#### Desirable

* Proven experience of managing complex accounts and product portfolios.
* Experience of working with volunteers.

## Knowledge

#### Essential

* Deep understanding of Small to Medium-sized Enterprises and/or employee fundraising.

## Skills and Competencies

#### Essential

* Excellent communicator who can inspire support and action from a diverse range of staff and volunteers.
* Excellent motivator and trainer of volunteer fundraisers and Community Fundraising Managers.
* Excellent networker with an ability to understand employee fundraising markets.
* Excellent inter-personal skills with an ability to work in a complex environment with many stakeholders.
* Entrepreneurial and driven by results, with the ability to identify and seize opportunities.
* Ability to take a strategic approach to developing/corporate and product fundraising
* Excellent research and data analysis capability.
* Ability to self-motivate, prioritise workload and resolve problems and issues
* Proficient in Microsoft Word Packages and the ability to use Customer Relationship databases.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups.
* Emotional awareness.
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## Job Group (internal use only)

This role has been evaluated as a Specialist Professional, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=qzjjSp) to view the salary band.

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