



Job Description
Business Growth Manager

Company Overview

The EBP is a commercially focused social enterprise that develops the skills of young people. We are proud to support young people across the country, helping them to develop the skills they need to thrive.

We conduct our work through our three brands;

- National Citizen Service (NCS). A once in a lifetime opportunity for young people across England and Wales aged 15-17.
- Potential for Growth. Skills and development for school pupils aged 5-19.
- Communitree. Employability skills and guidance for young people aged 15-25.

We are committed to equal opportunities and the safeguarding of young people. We expect all staff to share these commitments.

This post may require an enhanced Disclosure and Barring Service (DBS) check.

POST:	Business Growth Manager
RESPONSIBLE TO:	Chief Executive
RESPONSIBLE FOR:	Sales and Growth Teams
BASED AT:	Welton House, Lincoln
RESTRICTED LEAVE:	Restricted leave will apply during key periods.

MAIN PURPOSE OF JOB

- To ensure there is a clear five-year growth strategy, encompassing the strategic vision for The EBP's brands.
- To implement the growth strategy to a successful conclusion, working with managers and other key stakeholders.
- To work successfully with the Head of Delivery to establish new products and contracts within The EBP's reach.
- To report to the Chief Executive on the strategic development of The EBP's brands, identifying appropriate opportunities for new business.

- To have overall accountability of the sales targets associated with The EBP five-year business plan.
- To work with the Chief Executive to lead the growth of the organisation using the social impact context and help the board and management team understand more clearly the social impact measurement beyond those already in place.
- To oversee the direct and indirect management of the EBP Growth and Sales Team, including the Sales Manager and Call Centre staff, ensuring targets are met through comprehensive planning and preparation at all stages.

ROLE AND RESPONSIBILITIES

- To take responsibility for the five-year year business strategy.
- To manage the overall bidding process and ensure that The EBP has a strategic planned approach to bidding for contracts, ensuring that bids are generated in line with The EBP's vision and the five-year business plan.
- To have responsibility for the business plan targets.
- Lead, develop and support teams with the creation of new methods, strategies and plans for brand growth and sales targets.
- To strategically review brand performance in line with budgets, resource plans, targets and the business plan, in conjunction with the Head of Delivery.
- To be the link between teams and the Chief Executive, ensuring there is synergy and cohesion between the strategic and operations departments.
- To evaluate all EBP sales activity including regular reporting and update review meetings with the Chief Executive.
- To work effectively with the Marketing and Communications Team to encourage promotion of The EBP in specific areas as appropriate.
- To explore potential for diversification within The EBP's brands and services.
- To develop and manage a strategy for building on our social impact and then using that focus to inform board, managers, teams and using that work as a context for the growth and expansion of the business.
- To create contacts and generate lead and partners to benefit the above work.
- To ensure teams create and adhere to quality sales reporting and monitoring procedures.

Other

- Promote and safeguard the welfare of children and young people
- Represent the company in a professional manner at all times
- Build and maintain excellent relationships with all stakeholders
- Attend relevant training courses, workshops, meetings, seminars as required
- Increase personal effectiveness by maintaining a personal programme of CPD (continuous professional development)
- Any other duties, consistent with the main purpose of the job, as may be specified from time to time

SKILLS AND REQUIREMENTS

Essential

- Significant experience in leading and motivating departmental managers and teams to work towards performance targets.
- Experience in meeting business objectives and driving business success.
- Experience of close working relationships at Chief Executive/Senior level.
- Excellent knowledge of social impact at strategic level.
- Setting departmental milestones against business objectives.
- Competent user of Microsoft Office applications.
- Ability to coordinate and cooperates with others across regions and departments in pursuit of common goals.
- A flexible approach to work.
- Mind-set of striving for continuous improvement.
- Experience of managing and addressing employee performance.
- Driving licence and use of a car for business.

Desirable

- Advanced Microsoft Excel skills.

Personal Qualities

- Natural leader.
- Enthusiastic and able to motivate groups and individuals.
- Team motivator and driver.
- Good negotiator.
- Initiative.
- Self-motivator.
- Strong interpersonal skills.
- Ability to implement and follow processes.

CORE COMPETENCIES

- Builds personal effectiveness
- Effective teamwork
- Focuses on quality and customer service
- Driven by results
- Drives continual improvement
- Utilises resources efficiently

MANAGEMENT COMPETENCIES

- Develops team members
- Drives business success