



## NEW BUSINESS LEAD – FUNDRAISING

**Salary:** £45,000, plus performance related incentive.

**Contract:** Permanent, 37.5 hours a week.

**Location:** Weekly presence at our Waterloo office in London and frequent travel throughout the UK. Requests for hybrid working are welcome.

### About The Outward Bound Trust

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We support young people to discover their full potential through powerful, adventure-based learning in the wild. Our determined, high-performing, and successful Fundraising Team has grown to raise over £6 million annually to help young people experience courses and improve their self-belief, teamwork, and resilience.

For 80 years, Outward Bound has unlocked potential in young people. We are an established, respected, and loved charity, with strong support. It is a fantastic, dynamic, and purposeful organisation to work for. Ask anyone who works for us – they will say it is the happiest and most fulfilling workplace!

We have ambitious plans to significantly build our income further, and this role will be integral to this vision.

### About the job

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This exciting opportunity is designed for a proactive, results driven, and dynamic individual to find and convert new business opportunities for Outward Bound. It will be a crucial element for the success and the growth of the team, and directly linked to the growing transformational needs of our charity.

Through outstanding communication, events, research, and market analysis, Outward Bound must create, build, and steward a pipeline of opportunities, to convert to income and multi-year connections, from a broad range of corporate partners and sectors. We need a self-motivated candidate to make this role their own; to be pro-active, enthusiastic, on the road, and frequently face to face with prospects.

#### **Why we need you:**

We need you to fervently develop prospects and new business opportunities, to double corporate income to over £2 million per annum, within the next 3 years.

We need you to devise and implement creative opportunities with our corporate prospects to increase partnership value and engagement, which also deliver on The Trust's wider strategic objectives.

We need you to work collaboratively with our corporate partners and prospects, understanding their objectives and build programmes of support, regionally and nationally with schools.

We need you to build close relationships with all departments in the Trust, including Fundraising, Education and the Summer Adventure Teams. This post is new and will report to the Head of Partnerships. The Corporate Team also includes a Partnerships Lead and a Partnerships Manager.

#### **What you will be responsible for:**

Your key duties and responsibilities include (but are not limited to) the following:

### **New Business**

- Implementing a plan to research, identify and approach new corporate prospects to the Trust. This will include pitches, proposals and events for new business and lead generation.
- Increasing, year on year, the number of corporate supporters to the Trust and the income stream associated with it. This will include a strategy to win large, multi-year five- and six-figure level valued partnerships.
- Projecting new business income and expenditure, ensuring that accurate and timely information is delivered to the Fundraising and Finance departments and presentations and reports are provided.

### **Strategy**

- With the Corporate Partnership Lead, devising and implementing creative national and regional stewardship plans, and strong, clear, and adaptable corporate propositions with donors to increase partnership value and company engagement, which deliver on both the donor's and The Trust's wider strategic objectives.

### **Working with others**

- Establishing effective stakeholder relationships with a range of corporate contacts and confidently developing these relationships at all levels. The role will involve knocking on doors consistently and networking to build a pipeline of new business prospects. You will be expected to know your markets and hit the ground running.
- Proactively work collaboratively across Outward Bound (e.g., with Marketing, Education, Centre Teams, Finance and Fundraising) to meet partnership and campaign needs.
- Supporting wider Fundraising Team objectives, whilst bringing a 'can-do' and winning attitude.

### **General**

- Representing the Corporate Team at internal meetings.
- Representing Outward Bound as an ambassador at all times and supporting key fundraising events.
- Regularly traveling to meetings across the UK, including overnight stays where necessary.
- Other duties as required, including but not limited to, attending functions outside of office hours.

## **Person specification**

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We are looking for a hands-on, determined, and ambitious team member, with an insatiable entrepreneurial flair, to lead and deliver the next phase of new business growth for our Corporate Fundraising Team, in line with our wider fundraising plan and the overall vision of Outward Bound.

We want someone who is passionate about the sector we work in, someone who can connect to others and clearly articulate their understanding of social value. We want someone who can put Outward Bound at the heart of a corporate ESG agenda and showcase our work with young people, in education and the environment.

We help young people fulfil their true potential, and we will help you fulfil yours too, and reward you accordingly. The role will be varied, and you will have lots of fun too!

The successful candidate will have the following experience, skills, and attributes: Essential criteria = [E], desirable criteria = [D]:

### **Knowledge and experience**

- Demonstrable experience and proven success in account management and new business from any background in the charity and/or the commercial sector [E].
- Proven success in establishing high-value partnerships and maximising the value of existing donor relationships [E].
- Experience in managing complex growth projects with multiple stakeholders [E].

- Substantial experience in client facing development roles [E].
- Sound understanding of the legal, regulatory, and financial responsibilities of a corporate fundraising charity [D].

### **Skills and Attributes**

- A proven team player, willing to accept responsibility, work enthusiastically, show initiative, offer diversity of thought, and proactively work to meet and exceed targets [E].
- Outstanding communication and presentation skills, able to present with gravitas about the work of the Trust and the need for support. A brilliant relationship builder [E].
- Computer literate with a good working knowledge of MS applications and experience of using CRM database systems (Dynamics [D]) for data management, recording and reporting [E].
- Diplomatic and persuasive, able to present ideas articulately and engage both internal and external stakeholders, to bring them 'on the journey' [E].
- Great organisational and analytical skills to manage a varied and pressurised workload [E].
- An inclusive, holistic, empathetic, and committed mindset to get the job done [E].

You will be required to undertake an enhanced disclosure under the Disclosure and Barring Service.

## **Salary and benefits**

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A competitive basic annual starting salary of £45,000, plus a performance related bonus, for a 37.5 hour week.

- Annual Leave of 24 days, increasing by one day each year to max 30 days, plus bank holidays.
- Life Assurance: 3 x salary, covered from start date; includes Employee Assistance helpline.
- 8 weeks' sick pay at full salary in any 12 months.
- Long-term Disability Insurance: 2/3 salary less state incapacity benefit after 6 months' absence for up to 5 years, covered from start date.
- Personal Accident Insurance while at work or commuting.
- Cash plan healthcare (currently Medicash) after completion of probationary period; taxable benefit.
- Pension Scheme (currently Standard Life); auto-enrolment after three months service.
- Berghaus uniform items provided. Also, opportunity to purchase Berghaus products at discount.
- Discounted course fees for family members to attend Outward Bound Trust courses (after 12 months service).
- Cycle to Work Scheme.

### **Probation period**

There is a 6-month probationary period from the employee's start date.

## **How to apply**

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For an informal chat or if you have any questions about this role, please contact Dylan Carroll, Head of Partnerships, via [dylan.carroll@outwardbound.org.uk](mailto:dylan.carroll@outwardbound.org.uk) or 07841 462 146. Alternatively, send a WhatsApp message with a convenient time, and Dylan will call you back to discuss.

**To apply**, please email in your CV with a **brief** explanation as to why you want this role, explaining your fit to the job description and the person specification. If applicable, we will then arrange a 15 minute Teams chat to break the ice, and if shortlisted, invite you into our office for an interview. The deadline for applications is midnight on **9<sup>th</sup> June 2023**.