



SmartGiving Business Development Manager

We are looking for an entrepreneurial Business Development Manager to join our team at Smartgiving.

About us

KKL Charity Accounts, trading as Smartgiving, gives UK donors their own dedicated charity account. This lets them make both online and offline deposits and automatically credits them with Gift Aid, as appropriate. Donors can donate online or use a charity voucher booklet to make donations to a UK registered charity of their choice. Individuals and charities can also fundraise with Smartgiving. Employers and employees can take advantage of the most tax-efficient way of donating to charity, Payroll Giving.

About the role

The potential candidate will have experience in the field of Business Development, including online for both B2B and B2C. You will be a capable networker and relationship builder, confident targeting, negotiating and sealing deals with senior level decision makers, for example Finance Directors, Managing Directors and Business owners.

Working closely with the CEO, you will be responsible for strategic planning and implementing marketing plans, identifying opportunities and securing contractual agreements with strategic partners in all sectors.

Primary Responsibilities:

- formulating the market development strategy for individuals, corporates and charities
- identifying and generating leads, developing propositions and closing deals to secure new partnerships with companies and charities
- developing partnerships through the understanding of clients' needs
- managing and identifying the opportunity pipeline
- reporting back on business performance and progress to the trustees
- identifying and communicating customer and market trends to enable Smartgiving to anticipate and take advantage of current market opportunities
- developing, editing and promoting marketing material, including newsletters, advertisements, online and printed material
- developing and upgrading the Smartgiving website, its functionality and usability
- developing and executing an online marketing strategy
- managing a team of two administrators and working closely with the Finance Director

About you

This is a key role with plenty of scope for growth and therefore it is important that we find someone who can deliver on all the above levels. Must have a Degree level qualification (ideally MBA, but not required).

We will be looking for candidates who possess the following skills:

- have plenty of experience working for successful early/medium-stage internet business
- be an entrepreneurial, results focused, self-motivated business leader
- have a genuine passion for Smartgiving's strong social purpose and an enthusiasm for new propositions, internet solutions and building a new business
- be innovative, mature, flexible, a highly collaborative individual and a creative thinker
- have a proven track record of spotting opportunities, developing business strategies and securing contracts with large companies and charities
- proven experience in managing multiple projects simultaneously and organising time in fast-paced environment
- good understanding of marketing implications relating to GDPR
- Confident and possess the ability to pitch compelling and intelligent propositions to management, with ease
- able to work with minimal support and guidance and yet be a strong team player
- have an instinctive can-do attitude, with a strong focus on results

The right candidate will be offered a competitive salary and be part of an exciting and rewarding role within a growing organisation with an important social mission.