



Job Title:

Business Development Manager

Dept.:

Fundraising

	Essential/Desirable	Evidence
A: EDUCATION QUALIFICATIONS AND TRAINING Level of education, specific qualifications, specialised training, training requirements for the job)	Essential: <ul style="list-style-type: none"> Qualified GCSEs/equivalent qualifications or relevant experience which demonstrates equivalent academic skills 	Application Certificates Documents CPD Portfolio Interview
B: EXPERIENCE (Length, type and level of work-related experience)	Essential: <ul style="list-style-type: none"> Proven track record in business development, sales, or income generation, ideally within the charity, hospitality, or training sectors. Experience in managing client accounts, contracts, and bookings. Proven track record of working to and achieving targets. Experience of using a CRM database. Experience managing budgets and financial reporting. Desirable: <ul style="list-style-type: none"> Existing network corporate and community contacts within the charity's six-county operating region. Experience in venue hire, conferencing, or event sales. 	Application Interview
C: SKILLS KNOWLEDGE ABILITIES (Range and level of skills, depth of knowledge required for the job)	Essential: <ul style="list-style-type: none"> Strong networking and relationship-building skills, with the ability to engage corporate and community stakeholders. Commercial awareness and the ability to identify and capitalise on business opportunities. Excellent communication, presentation, and negotiation skills. Ability to work independently, take the initiative, and drive results. 	Application Interview CPD



	<ul style="list-style-type: none"> Strong organisational skills and attention to detail. Passionate about the mission of Midlands Air Ambulance Charity and communicating its impact to external audiences. Highly professional, with a commitment to delivering excellent customer service. A collaborative team player who thrives in a dynamic, fast-paced environment. Solutions focused approach. Demonstrates honesty and integrity, and promotes organisational values and behaviours. Proficient IT skills including MS Office. Excellent numeracy and literacy skills. <p>Desirable:</p> <ul style="list-style-type: none"> Understanding of the key principles of sales, marketing and communications Understanding of the charity sector and fundraising principles. Knowledge of training and education services, particularly in health, safety, and/or first aid. 		
<p>D: APTITUDES AND ATTRIBUTES (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales)</p>	<p>Essential:</p> <ul style="list-style-type: none"> Strong interpersonal, influencing and negotiation skills Creative and resourceful Resilient proactive self-starter Tact and diplomacy Reliability and commitment Punctual Autonomous working High professional standards Attention to detail 	<p>Application</p> <p>Interview</p>	
<p>E: OTHER JOB REQUIREMENTS (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current UK Driving Licence)</p>	<p>Essential:</p> <ul style="list-style-type: none"> Full driving licence Able to work flexibly, sometimes outside of normal office hours Undertake full DBS/immigration/immunisations verification checks in line with MAAC policy and procedures. 	<p>Application</p> <p>Interview</p>	
<p>F: PERSONAL QUALITIES AND VALUES</p>	<ul style="list-style-type: none"> RECEPTIVE - We define success as continuous improvement and aim for excellence in our lifesaving services and community projects 	<p>Application</p> <p>Interview</p>	



- **RESPECTFUL** - we are a community-based organisation with a '**one team**' culture that embraces and encourages **honesty**.
- **RESPONSIBLE** - we aim to create the best possible **future for everyone** and strive to place **sustainability** at the heart of everything we do.
- **RELEVANT** - we are open to new ideas and ways of working, across our clinical and charity operations, providing total transparency to all stakeholders.
- **RECOGNITION** - we **value our relationships** - with staff, supporters and the wider communities we serve - **working together** to achieve the best possible patient outcome.

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties