



Senior Development Manager Job Description

Job Title	Senior Development Manager
Location	3 Bath Place, London EC2A 3DR. MyBnk operates a hybrid working set up to allow for some regular working from home up to 3 days a week as per arrangement.
Duration	Permanent, Full-Time.
Reporting to	Business & Engagement Director
Salary	£43,000 - £45,000 based on experience
Closing Date & Interviews	Closing Friday 17 th June (noon) Interviews Mon 27 th & Tues 28 th June Interviews to be held face to face at 3 Bath Place, London, EC2A 3DR

Background

MyBnk is the largest, specialist financial education charity for children and young people. We work in partnership with schools, youth organisations and local authorities and, increasingly, directly with young people, in-person, virtually and online. Our mission is to empower young people to take charge of their future to make money choices themselves. We are about 'doing something that works' not just 'doing something' and we are committed to the strongest evidence of impact.

Together with young people, we have created innovative, high impact and high energy workshops that bring money to life, covering topics such as saving, budgeting, debt, independent-living, and student finance. Under the Money Twist, Money Works and The Money House brands we build money knowledge, mind-sets and habits and embed skills to survive and thrive. We leverage our expertise in content and training to support partners and to create systemic change. We are the winners of the 2021 London Homelessness prevention award. Three quarters of our work is with young adults most in need.



Since 2007 we have helped over 290,000 young people. From this strong base, we have entered an exciting period of growth, taking our in-person programmes national, and adding online services accessed directly by young people.

MyBnk's financial education is focused on Need:

- Young adults in the greatest need – Who cannot afford mistakes
- School children with low financial capability – who need help most

The best times to make a difference:

- All young adults entering independence – Making choices now
- Aged 11-16, increasingly engaging with money – Preparing for the future

And on influencing key stakeholders:

- Government, commerce, partners

The Role

The Income team is a small but mighty team driving fundraising efforts across the UK. The team currently raises over £2.5m through multi-year strategic partnerships. 2022/23 will see MyBnk continue to grow, as we continue to strengthen our national team and deliver more expert-led financial education through our award-winning programmes. This summer MyBnk will launch its Financial Freedom campaign that will aim to help 250,000 young people across the UK over the next four years.

The Senior Development Manager will lead new income generation through securing new significant partnerships, launching a new major donor programme and maximising commercial opportunities. An example of the new partnership opportunities includes employee engagement (e.g., charity of the year, corporate volunteering), cause-related marketing activities, strategic partnerships, and brand/media partnership opportunities among others.

This role requires strategic vision but also the ability to work as a hands-on member of the team. The person will work closely with MyBnk's CEO, Business & Engagement Director and MyBnk development board to ensure MyBnk are leveraging contacts and experience to achieve our growth strategy (Vision 2024).

Responsibilities

Leading new income generation

- You will have responsibility for securing income by generating new corporate and high-value partnerships.
- Work with the CEO & Business and Engagement Director to maximise opportunities and agree new business approaches.
- Keep up to date with sector trends across both the private and third sector. To share knowledge, specialist expertise and best practice with the wider team, as well as other staff across the organisation as needed.
- Ensure the Financial Freedom Campaign raises £3m by 2025.
- Create and manage a robust pipeline of potential key funders. Secure £500k new business annually.

Support campaign and development board

- You will support the Business & Engagement Director to engage board members and attend board meetings on a regular basis.
- You will keep the board and other stakeholders updated on the progress of the Financial Freedom campaign and other relevant MyBnk updates.
- You will create a campaign pipeline and work with board members to leverage contacts.
- Working with the communications team you will ensure that the Campaign maintains momentum and agree a communications plan to maximise awareness and impact.

Drive fundraising innovation & performance

- Working with the Income Team to create new fundraising products based on intel and sector trends.
- Working with Programme Lead's you will keep teams updated on potential opportunities and ensure teams engaged with programming new volunteering and/or fundraising propositions.
- Ensure that pitch opportunities and presentations showcase MyBnk and engage relevant internal stakeholders.
- You will test and learn, embrace MyBnk's values and the teams high performance culture.
- To build highly productive relationships with influential people, both internal and external, and negotiate effectively to achieve positive outcomes that support fundraising activities.

Person Specification

We want to ensure that our staff represent the young people they support so they can provide meaningful, authentic education opportunities. We therefore encourage applications from those with lived experience of disadvantage. MyBnk will not discriminate, ensuring that each candidate is assessed only in accordance with ability to perform the role.

We are looking for an energetic and engaging new business manager with a genuine interest in social change, education and the empowerment of young people. You will thrive in a fast-paced environment, enjoy working across multiple key projects and be a high performing 'hunter gatherer' with a track record of success.

You must:

- Have substantial personal experience of securing support (at a six-figure level) from corporate and/or individual funders by producing high quality, compelling written and creative materials.
- Have experience of either major donor, campaign and/or corporate fundraising. Ideally with a min 3+ years fundraising/sales experience including winning new business, pipeline management and budgeting.
- Be great with people. Have excellent relationship building skills and demonstrable experience in creating, maintaining, and enhancing effective working relationships with colleagues.
- A track record of demonstrating strategic thinking, initiative and creativity to achieve outcomes.
- Have experience of managing senior stakeholders including executive level relationship, senior volunteers and/or development boards.
- Be comfortable working to tight deadlines and managing a number of high-net-worth opportunities simultaneously.
- Have experience of building powerful funding propositions and liaise with the communications team

to ensure all relevant supporting material is regularly updated.

- Have a strong interest in personal finance and be committed to becoming an expert in this area.
- Experience in using a range of software, including Word, Excel, Outlook and donor management databases, ideally salesforce.
- Uphold the MyBnk values of #youthattheheart and #impact-based interventions in your decision-making.
- Have excellent communication skills, a fluent command of English and have the right to live and work in the UK.

Inclusivity

MyBnk is dedicated to building an inclusive culture and working environment that promotes a sense of safety and belonging for our staff to feel supported to achieve their potential.

We know there is further to go. In 2020, MyBnk established an Anti-Racism Committee, which worked with the wider MyBnk team to present companywide actions and recommendations to ensure that we are listening, learning and constantly evolving to root out and tackle racism in all its forms. In 2022, we are creating a staff-led Equality, Diversity and Inclusivity committee to continue and build on this work.

MyBnk will not discriminate directly or indirectly on the grounds of race, nationality, ethnic origin, gender, marital status, pregnancy, age, disability, sexual orientation, gender reassignment, ethnicity, neurodiversity, cultural or religious beliefs. Reasonable adjustments to the recruitment process will be made to ensure that no applicant is disadvantaged because of their Disability.

Benefits

MyBnk offer the following benefits:

- 25 days per year annual leave, pro rata full time equivalent (plus bank holidays & Christmas/New Year office closure).
- Pension scheme.
- Income protection insurance.
- Death in service insurance.
- Cycle to work scheme.
- Annual training allowance.
- Enhanced maternity, paternity and adoption leave and pay.
- Flexible working policy.
- Season ticket loans.

Application process

Please send a CV and covering letter to jobs@mybnk.org with the email title “**SENIOR DEVELOPMENT MANAGER**”. Also state if you have contact preferences including availability.

Any questions?

If you have further questions about this role, please contact Claire Quigley, Business &

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