

## **JOB DESCRIPTION**

**DIRECTORATE: GOVERNANCE, RESOURCES AND PENSIONS**

**SERVICE AREA: RESOURCES**

**SERVICE UNIT: RISK MANAGEMENT AND AUDIT SERVICES**

**POST: BUSINESS DEVELOPMENT MANAGER  
(NAFN DATA AND INTELLIGENCE SERVICES)**

**GRADE: I (£33,437 - £36,379)**

**DATE: January 2018**

### **BACKGROUND**

NAFN is one of the UK's largest shared services providing data, intelligence and best practice to support verification, debt recovery, criminal and fraud investigations to the public sector, including local authorities, housing providers and other government agencies. It has a customer base of 420 member organisations with over 10,000 active users. Membership is open to both public and private sector organisations and there are currently in excess of 10,000 registered users from 420 member organisations.

Oversight and direction is provided by an Executive Board elected annually by members at the AGM. The NAFN Leadership Team consists of the Head of Service, the Project Manager, the Business Development Manager and the Service Team Manager who are collectively responsible for service management, performance and delivery of the annual Business Plan.

### **MAIN PURPOSE OF JOB**

**Leadership Team:** The Business Development Manager is a member of the Leadership Team and is jointly responsible for contributing towards the achievement of strategic and operational targets and overall business plan. The Leadership Team meets regularly to review performance, priorities and new business opportunities. The Business Development Manager is also required to deputise for the Project Manager and Service Team Manager in their absence.

**Membership:** To lead on the development and delivery of a membership, engagement, recruitment and retention strategy including the collection of annual membership fees and quarterly usage and third party service charges.

**Training:** To lead on and develop a service for the provision of external training events for NAFN users working with the NAFN Service Team to administer, deliver and evaluate all training initiatives. This includes an annual programme of webinars.

**Marketing:** To lead on the development and delivery of the Marketing Strategy and Plan that underpins service delivery and improvement objectives set out in the annual Business Plan. There is a further responsibility to promote the NAFN service offer, to attract new members and users, and deliver associated external conferences and events including the Annual General Meeting and Summit. Also, to ensure that all team members represent NAFN in a positive and consistent manner.

**Communication:** To lead on customer relations management including the creation and dissemination of information informing and advising members on services and business opportunities. To develop and deliver a Communication Strategy and Plan that will underpin core organisational objectives impacting on stakeholders.

## **MAIN RESPONSIBILITIES**

### **LEADERSHIP TEAM**

1. To work closely with the Head of Service, Project Manager and Service Team Manager to manage the NAFN service and further develop and promote the NAFN membership offer.
2. To deputise for the Head of Service, Project Manager and Service Team Manager as and when required.
3. To actively contribute to the strategic development of the service and delivery of the Business Plan including growth forecasts and an appropriate fee and cost recovery model.
4. To work with the Leadership Team to ensure successful delivery of plans and activities that underpins and promote business development strategies including membership, training, marketing and communication.
5. To assist the Head of Service in maintaining and managing the NAFN Strategic Risk Register.

### **MEMBERSHIP**

6. To lead on the development and implementation of a Membership Strategy and Plan that maximises the benefit of being a member for both the individual and the organisation.
7. To maintain and further develop the membership database in accordance with requirements set out by the Data Protection Act 1998 to support effective customer relations management (CRM) ensuring that data is accurate, accessible and up to date.
8. To monitor and review the existing customer base and analyse business requests and emerging business requirements to inform the Membership Strategy and Plan, Marketing Strategy and Plan and the NAFN Annual Business Plan.
9. To manage the issuing, collection and monitoring of annual membership fees and quarterly recharges (c£1 million per annum) in an accurate, efficient and timely manner.
10. To work with the Head of Service to monitor and further develop the annual membership fee and service charge model.
11. To ensure that membership issues and complaints are dealt with promptly and correctly to retain members and minimise loss of NAFN users.
12. To plan and deliver user satisfaction surveys to inform the Membership Strategy and Business Plan.
13. To manage membership and recruitment campaigns representing NAFN at meetings, conferences and training events that involves NAFN key stakeholders, partners, members and users.
14. To report quarterly to the NAFN Executive Board on delivery of the Membership Strategy and Plan.

### **EXTERNAL TRAINING**

15. To identify existing and emerging training needs for users of the NAFN service.
16. To develop and deliver appropriate training services for users of the NAFN service.
17. To monitor and review training methods and delivery options including face-to-face, webinars, online and other delivery techniques.
18. To lead on the delivery of NAFN's annual programme of Roadshows that raise awareness and offer training to members.
19. To represent NAFN at conferences, promotional and training events.

## **MARKETING**

20. To lead on the development and implementation of the Marketing Strategy and Plan that promotes the NAFN service nationally to stakeholders, partners and members.
21. To plan, develop and deliver promotional campaigns, national and regional focus groups, and training events within agreed timescales including an evaluation of outcomes.
22. To manage, monitor and report on the marketing budget (c £17,000 pa).
23. To plan and deliver user satisfaction surveys to inform the Marketing Strategy and Business Plan.
24. To report quarterly to the NAFN Executive Board on delivery of the Marketing Strategy and Plan.

## **COMMUNICATION**

25. To advise and inform members on NAFN services, fraud, risks and emerging trends working with the Service Team to compile and disseminate newsletters and intelligence alerts.
26. To develop a corporate image and NAFN 'house style' presenting the NAFN service in a modern and professional manner.
27. To lead and work with the NAFN Service Team to ensure that all NAFN documentation and literature is accurate, consistent and fit for purpose.
28. To communicate and engage with existing and potential new members and users building positive relationships.
29. To actively engage with partners and key stakeholders to identify service improvements for members and promote the NAFN service through stakeholder management and effective communication with partners, members, business solution providers and the NAFN Service Team.
30. To lead on the organisation and delivery of the NAFN AGM and Summit.
31. To lead on the design and maintenance of the NAFN website including the A-Z of Services.

**PERSON SPECIFICATION**  
**FINANCE - NAFN BUSINESS DEVELOPMENT MANAGER**

	Category	Method of Assessment
<b>1. Qualification</b> <ul style="list-style-type: none"> <li>Relevant degree.</li> <li>Business studies or proven track record of successful business development experience.</li> </ul>	E D	A/C/I/T/R A/C/I/T/R
<b>2. Experience</b> <ul style="list-style-type: none"> <li>Recent, relevant experience working within a business development team.</li> <li>Active involvement in formulating a business development strategy</li> <li>Active involvement in delivering a business plan</li> <li>Active involvement in production of communication and marketing collateral</li> <li>Composition of written articles, adverts, newsletters etc.</li> <li>A broad understanding of public services including knowledge of local authority and central government structures, finance and services.</li> </ul>	E E E E E D	A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R
<b>3. Knowledge, Skills and Abilities</b> <ul style="list-style-type: none"> <li>The ability to work under pressure and to deadlines</li> <li>Knowledge of marketing techniques and marketing channels</li> <li>Knowledge and understanding of customer relations management and related systems</li> <li>The ability to market and promote a business service and identify opportunities for strategic development.</li> <li>Excellent communication and IT skills including oral, written and presentation.</li> <li>Effective time management and proven organisational skills.</li> <li>Ability to prioritise and manage a work plan independently.</li> <li>Proven leadership and management skills with the ability to inspire motivate and involve others.</li> <li>Ability to manage a budget.</li> </ul>	E E E E E E E E E D	A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R
<b>4. Personal Attributes</b> <ul style="list-style-type: none"> <li>Commitment to personal development in order to gain new skills and improve performance</li> <li>Creativity, innovation and the ability to work proactively with service team members, other stakeholders and external partners.</li> <li>Ability to communicate clearly and effectively to a variety of audiences including stakeholders, partners, members and the NAFN Service Team.</li> <li>Ability to negotiate and influence people through consultation, involvement and partnership working.</li> <li>Resilience and integrity when dealing with customers and other external contacts.</li> <li>A strong commitment to equality, diversity and ethical standards.</li> </ul>	E E E E E E	A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R A/I/T/R

**For information:**

Category E: **Essential Requirement** without which the candidate would be unable to carry out the duties of the post.

Category D: **Desirable Features** which would normally enable the successful candidate to perform the duties and tasks better and more efficiently than one who did not have the qualifications, training, experience, etc.

Key for method of assessment:

A = Application form

C = Certificate

I = Interview

T = Could be one or more of a variety of tests, personality questionnaires or interactive role plays. Candidates will be informed of any specific tests to be used during the recruitment process.

R = Reference