



ParentingNI

Candidate Information Pack

For the position of

Business Development Executive

Completed Application Forms must be returned to
Parenting NI
by
4pm on Tuesday 24th July 2018



Registered with
**FUNDRAISING
REGULATOR**



Foreword from the CEO

Dear Applicant

Thank you for your interest in the post of Business Development Executive at Parenting NI. It is an exciting time for the Charity as we develop new services and resources which build on our success to date. We are looking for an outstanding, innovative, dynamic and energetic person, who will passionately promote our vision and mission to a range of stakeholders. Through the development of the Employee Wellbeing Service, the post holder will give organisations the tools and resources needed to support their parent employees.

The Employee Wellbeing Service has developed over the past two years into a highly professional and unique service. We are ambitious to continue to grow and develop. We plan to build new connections and relationships, ensuring that at all times the quality of our services are of the highest standard.

This is an important position within Parenting NI as it helps to promote and support the sustainability of our work. The Business Development Executive ensures our corporate brand and identity is promoted at all opportunities. The person will be a strong ambassador for the Charity, supporting the reputation of the charity, extending networks and building relationships to promote the value and impact of our work.

If you share our passion to improve the outcomes for our children and young people through supporting their parents all across Northern Ireland, we welcome you to apply for this position.

Yours sincerely



Charlene Brooks
CEO

PARENTING NI BACKGROUND

Parenting NI has been supporting parents across Northern Ireland since 1979, helping them to thrive and improve outcomes for children and young people. Parenting NI provides a wide range of user-informed services, including the region's only parenting specific helpline provided free at the point of use to anyone in a parenting role.

We greatly value the feedback and input of parents in all of the services that we provide. As parenting changes, it is essential that the support offered to parents adapts to new challenges and that Parenting NI remains at the forefront of evidence based and evidence informed parenting support practices. Parents are both our clients, and our most important stakeholders. While we value the fantastic relationships we have built with government departments, other charitable organisations and civil society, it is essential that our forward direction is determined by what parents want.

We are committed to valuing our fantastic staff – ensuring that they continue to develop and feel fulfilled. By doing so, we can ensure that we provide support that is timely and effective, as well as retaining talented individuals who are dedicated to improving outcomes for children and parents alike.

OUR CORE SERVICES

Parenting NI focuses on five key areas of work to support parents in their parenting role:

- Regional Parenting Helpline Service (Helpline, Face to Face Support, Webchat, Skype and Online Interaction)
- Parenting Education (Programmes and Workshops)
- Employee Wellbeing Services (Sessions and support in the Workplace)
- Parental Participation (Promoting positive parental engagement – giving parents a voice)
- Training (For parents and professionals)

OUR VISION of the future is one where parenting is highly valued.

OUR VALUES Through our values, we reflect an organisation that can be relied upon in all respects, and one we can be proud to work for. These values help build our common culture and guide us in all our decisions

OUR MISSION is that Parenting NI can provide a range of accessible services and support to meet the needs of those in a parenting role

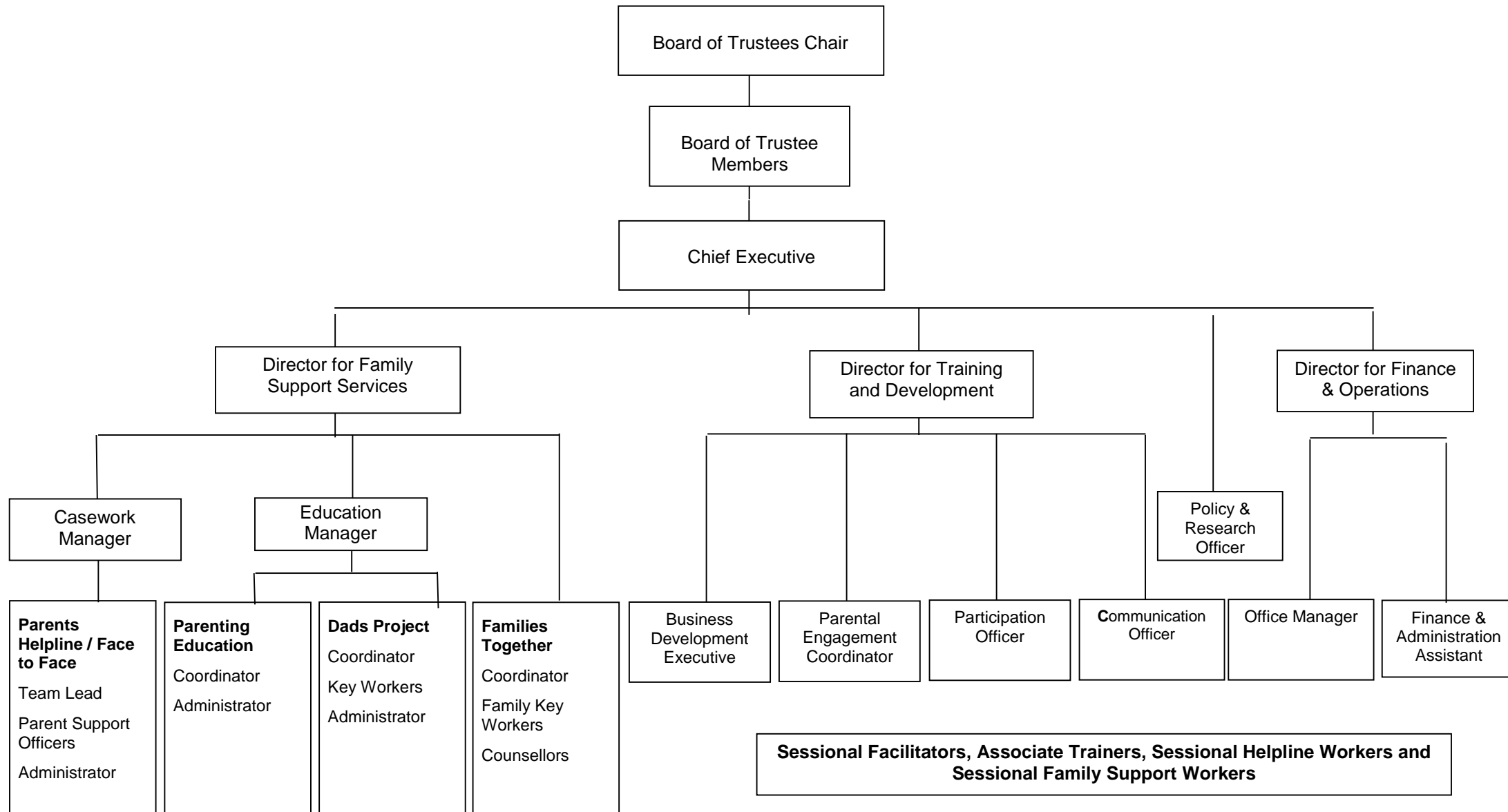
VALUES	WHAT THIS MEANS IN PRACTICE
P rofessional	We will work together as a team to apply principles of excellence, compassion, communication and accountability, and by working together with other professionals aim to achieve optimal support for parents
A ccessible	We will strive to deliver responsive and accessible parenting support and services across the region
R espectful	We will show consideration for one another and recognise and respect each other's differences
E quality	We will ensure all parents have an equal right to access our support and services.
N eeds Led	Every parent has the right to a voice. We will listen to what parents need and develop services to meet those needs.
T rustworthy	We will be open and honest in everything we do.

TOTAL REWARD STATEMENT

Parenting NI values our employees and provides an enhanced package of employee wellbeing support which includes:

- Sector competitive salaries
- Enhanced paid annual leave
- Clear policies and procedures
- Mileage allowance at the HMRC rate
- Salary Sacrifice for pension, childcare and charitable giving
- 3% contributory pension scheme
- Enhanced sick, maternity, paternity and adoption pay
- Annual increments to top of scale and cost of living increase (pending Board approval)
- Time Off in Lieu in compensation of additional hours worked
- Structured Annual Performance Reviews
- Occupational Health
- Access to Staffcare – an employee assistance programme
- Individual support through regular supervision
- Team building and staff team days
- Comprehensive induction programme
- Organisation wide training and development opportunities
- External training and development opportunities linked to role, strategic plan, individual requests and competencies
- Membership of role related organisations
- Celebration of Individual and Team success

ORGANISATION CHART



JOB DESCRIPTION

Job Title	Business Development Executive
Reporting to	Director for Training & Development
Responsible for	The Business Development Executive will be responsible for proactively developing the Employee Wellbeing Service and raising the profile of Parenting NI
Location	Based in Belfast Head Office with travel throughout NI
Hours	24 hours per week (Mon – Thurs 9am – 3pm) (can be flexible)
Salary	Band 6 pt 24 - £19,032 per annum (FTE £29,341 per annum) <i>(Salary will be reviewed on successful completion of 6 month probation)</i>
Pension	3% Employer contribution
Holiday	17 flexible days per annum plus 24 fixed days when the office is closed which includes statutory and customary holidays (pro rota)
Duration	Permanent, subject to funding (6-month probation)

Key Purpose of Post

Reporting directly to the Director for Training & Development, the Business Development Executive will be responsible for the development of the Employee Wellbeing Service and promoting Parenting NI services regionally. The post holder will raise the profile of Parenting NI's work through building strong relationships with key stakeholders and engaging effectively with organisations across all sectors. A key element of this post will be to develop and deliver a service that meets and exceeds operational objectives, generate income targets to ensure sustainable growth for the long term.

Key Activities

Business Development

- Engage with key stakeholders to identify development opportunities
- Support the development of annual business plans
- Plan and co-ordinate events to engage with key stakeholders and new contacts
- To identify opportunities for new advertising and marketing campaigns that will lead to an increase in sales
- Support Parenting NI business development
- Deal with enquiries and maintain an accurate and up to date database of all contacts
- Continue to develop knowledge of the trends within wellbeing in the corporate world
- Develop knowledge of trends and developments within family support area
- Plan and support the development of, and oversee organisation of, relevant fundraising activities
- Confidently promote Parenting NI at all networking events

Employee Wellbeing Service

- Engage with corporate organisations to promote the Employee Wellbeing Service
- Negotiate and secure Employee Wellbeing Service sales from variety of sources to meet targets
- Co-ordinate the delivery of the Employee Wellbeing Service
- Maintain a team of Associate Trainers to deliver the Employee Wellbeing Service
- Support the Associate Trainers to enable them to deliver the Employee Wellbeing Service
- Maintain and build effective relationships with key stakeholders to ensure customer satisfaction
- Co-ordinate and follow-up on existing leads as well as generate new leads in an effective and structured manner
- Monitor and evaluate the effectiveness and outcomes of the Employee Wellbeing Service ensuring high standards are maintained
- Maintain up to date records of all employee wellbeing sessions
- Co-ordinate bookings
- Carry out networking in a professional manner at all times

Parenting NI Promotion

- Build brand awareness via identifying excellent networking opportunities and through promotional activities
- Promote Parenting NI and services at events and engagements at all times
- To network; engaging with stakeholders, clients, corporates, professional bodies and parents
- To source sponsorship and promotional opportunities for the benefit of the organisation

- To assist the Communication Officer to develop and implement the organisations marketing strategy
- Recruit, co-ordinate and engage with volunteers, as appropriate
- Manage the relationship with Parent Champions

Administrative duties

- Maintain efficient, accurate and confidential records, including data collection for evaluation purposes and reports
- Provide administrative support to ensure the effective organisation of seminars including the co-ordination of Associate Trainers
- Work with other internal colleagues to meet customer needs
- Report regularly and as required to the Director
- Attend and participate in regular team and other organisational meetings
- Report to the Board of Trustees and Senior Management Team
- Assist in other aspects of the business as required

PERSONNEL SPECIFICATION

	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Qualifications	<ul style="list-style-type: none"> Level 6 qualification in Business, Marketing, Sales or equivalent 	
Experience	<ul style="list-style-type: none"> At least 2 years' project development or coordinator experience (experience in appropriate planning and delivery of activities within time-frame, on-target and within budget) Proven track record of generating income either through sales, commissioning or funding streams 	<ul style="list-style-type: none"> Understanding of voluntary, community, private and corporate sectors
Knowledge	<ul style="list-style-type: none"> Knowledge of the importance of working as part of a team Knowledge of the importance of evaluation to maintain quality of services 	<ul style="list-style-type: none"> Knowledge of policy issues relating to parenting Knowledge of commissioning structures
Abilities	<ul style="list-style-type: none"> Excellent oral, written and organisational skills to include presentation delivery, report writing Ability to work flexibly Highly proficient in the use of all Microsoft Office applications Car owner with full clean driving licence 	<ul style="list-style-type: none"> Interest in parental wellbeing and work life balance
Personal Qualities	<ul style="list-style-type: none"> Innovative, dynamic, energetic and solution focused Relationship builder Professional, creative and self-motivator Ability to maintain strict confidentiality and committed to the values of Parenting NI Eligibility to work in the UK 	

Access to a car is essential to travel throughout Northern Ireland.

*Consideration will be given to alternative travelling proposed in respect of applicants with a disability who cannot hold a licence.
Parenting NI reserves the right to enhance the criteria for shortlisting. Position will be subject to an Access NI check.*