

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Business Sustainability Lead</b>
<b>Salary:</b>	Circa £40,000
<b>Location:</b>	Southampton (Hybrid considered)
<b>Hours:</b>	Full-time (35 hours/five days per week + possible evening events + some travel)
<b>Contract:</b>	1 year contract
<b>Responsible to:</b>	The Business & Sustainability Lead is responsible to and managed by the Chief Executive (CE).
<b>Main purpose of job:</b>	To lead the development and execution of MNWB's income generation strategy, ensuring long-term financial sustainability and growth for the Board and its members.

### Main duties and responsibilities:

#### Impact & Evaluation

- Develop and implement robust evaluation frameworks to measure the effectiveness of grants and projects. Analyse data, generate insights, and share findings to inform decision-making.
- Support staff and stakeholders in using evidence for continuous improvement and reporting.

#### Income Generation Strategy

- Design and implement an effective income generation strategy, leveraging diverse sources such as campaigns, events, member engagement, corporate sponsorships, and strategic partnerships.
- Diversify and grow income streams to support organisational sustainability and long-term development, including scalable and predictable revenue sources. Leverage existing funding relations and when appropriate.
- Set annual income targets, monitor progress, and provide quarterly performance reports to inform strategic decisions.
- Continuously review and refine the strategy to strengthen member support and overall impact.

#### Fundraising & Member Support

- Provide expert advice and hands-on support to MNWB members to help them develop, maintain, and grow their income streams.
- Serve as the primary contact for members seeking fundraising assistance, offering tailored resources and guidance.

#### Corporate Engagement & Partnerships

- Identify, develop, and manage strategic partnerships with businesses and sponsors, ensuring alignment with MNWB's mission and values.
- Maximise partnership value through income, in-kind support, volunteering, and fundraising opportunities.
- Work collaboratively with internal teams and external stakeholders to identify and package sponsorship opportunities.

- Evaluate partnership effectiveness, reporting on outcomes and identifying opportunities for deepening engagement.

### **Campaigns & Events**

- Lead the planning, execution, and evaluation of income-generating campaigns, events, and initiatives.
- Develop compelling, targeted appeals for individuals, corporates, and charitable foundations.
- Ensure all campaign communications reflect MNWB's brand, values, and strategic priorities.
- Collaborate with internal and external teams to maximise visibility and impact.

### **Financial Management & Reporting**

- Work with the Chief Executive to set budgets for income-generating activities and ensure effective resource management.
- Monitor financial performance against targets and produce regular reports on income, outcomes, and areas for improvement.

### **Compliance & Best Practice**

- Ensure all fundraising and income generation activities comply with relevant legislation, including Fundraising Regulations and UK GDPR.
- Maintain an up-to-date supporter and donor database, ensuring effective stewardship and communication.
- Keep abreast of sector trends and best practices, integrating innovative approaches into MNWB's income generation efforts.

### **General Responsibilities**

- Support the Chief Executive and Deputy Chief Executive in delivering organisational objectives.
- Represent MNWB in external forums and networks to promote learning, collaboration, and influence.
- Participate actively in team meetings, supervision, and organisational planning processes.
- Ensure adherence to MNWB's policies, procedures, and mandatory training requirements.
- Uphold and promote the charity's values, with a strong commitment to equality, diversity, and inclusion.
- Undertake any other duties as required by the Chief Executive.

**Pension** - The Board operates a contributory group personal pension scheme which you will be auto-enrolled into (subject to the conditions of the scheme). Further details are available from the Chief Executive.

**Location:** Primarily office based in Southampton with flexible home working option.

**Hours of Work and Travel** - Normal office hours are 9.00 a.m. to 5.00 p.m., Monday to Friday. Occasional travel maybe required. Overnight travel is by mutual agreement, for which no compensation other than the expenses will be given. In the event that it becomes necessary to travel or work outside normal office hours, time off in lieu will be given, although this does not extend to time spent resting in a hotel.

**Holiday Entitlement** - The Board observes all Public and Bank Holidays in England and holiday entitlement is a further 26 working days.

## Personal Specification

This is a pivotal and exciting new role, with huge scope and freedom to diversify and generate income for MNWB and our members.

You will support the charity's financial sustainability by diversifying revenue streams through partnerships and income-generating opportunities.

You will also be responsible for developing and delivering MNWB's income generation strategy and building strategic partnerships. This role plays a key part in ensuring the financial sustainability of both MNWB and its members by diversifying revenue streams. It combines strategic planning, relationship management, and income-focused activities to support the long-term growth and impact of the organisation and those we support.

Our ideal candidate will be engaging, creative, proactive, dynamic, determined, and enthusiastic. Excellent communication and relationship-building skills are essential, as the role involves raising the profile of MNWB and securing support from a wide range of sponsors and funders.

### Essential Skills & Experience

**Experience in income generation:** 5 or more years of experience in generating income, preferably in the non-profit or charity sector.

**Existing networks:** Good existing networks and established connections within the charity, corporate and/or philanthropic sectors.

**Expertise:** Proven ability to develop, implement, and manage an income generation strategy through initiatives, campaigns, corporate partnerships, sponsorships or major gifts.

**Relationship Management:** Excellent relationship-building skills, with the ability to work effectively with stakeholders, corporate partners, donors, and internal teams.

**Project and Event Management:** Strong organisational skills, with the ability to plan and execute complex income generating initiatives or events.

**Communication:** Excellent range of communication skills with the ability to identify potential income streams and experience of using websites and social media channels to drive income generation initiatives, increase profile and support.

**Collaborative:** Demonstration of collaborative working with a range of key stakeholders harnessing skills, expertise and knowledge.

**Data-Driven Approach:** Ability to analyse data to assess the impact of partnerships, drive improvements, track income, and report on progress.

**Financial knowledge:** Understanding of income management, financial reporting, with the ability to manage budgets and resources efficiently.

**Problem-Solving and Creativity:** Ability to remain creative and maintain a focus on continued improvement to generate income and grow and sustain partnerships responding to emerging risks and challenges proactively.

**Flexibility:** Ability to work flexibly including evenings and weekends on occasion in line with the nature of the role.

**Eligibility:** Eligible to work in UK

**Desirable Skills and Experience:**

Experience of working in the maritime industry or charity sector

An understanding of environmental, social, and governance (ESG) priorities in the context of securing corporate support.

Experience of working as part of a senior management team

Full UK Driving Licence