

magpie

# **Business Development Manager**

Recruitment Pack



# We are Magpie.

Magpie is a creative behaviour change agency with expertise in good cause campaigns and meaningful marketing.

We choose to work with organisations that want to deliver social good and leave a lasting positive impact. With clients including NHS, Public Health England, hospitals, local authorities, the Met Office and Mind, our mission is healthier and happier communities; one person, one campaign at a time.

We are in a strong position, with 14 years of behaviour change interventions under our belts and ambitious plans for the future. The world needs us more than ever to encourage positive behaviours and deliver lasting change. Now is the time to join our agency for the good of our clients and the communities we work in.

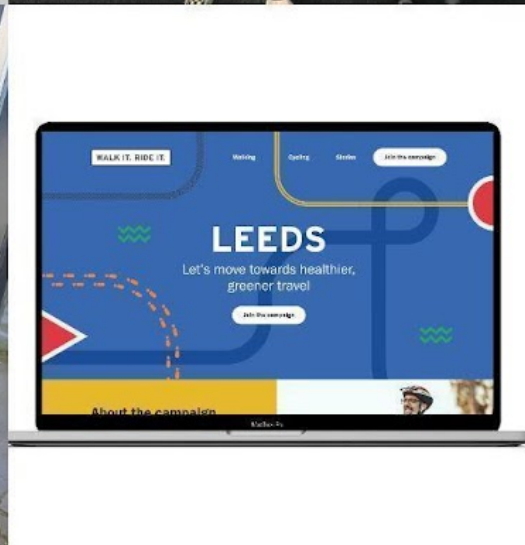
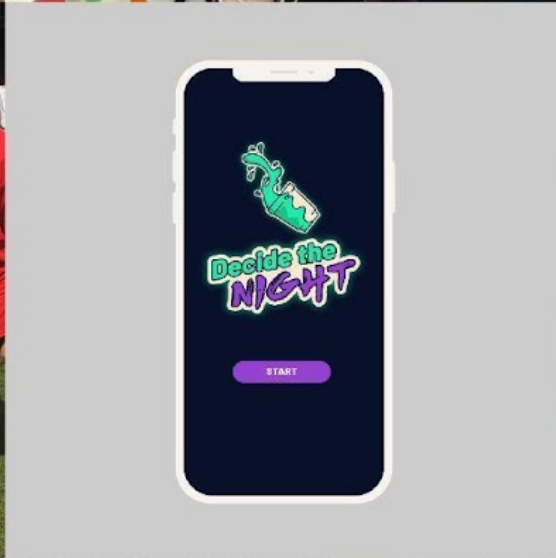
Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, problem solvers, socially engaged, ethical, proactive, tenacious, experts.

We are driven by purpose and have a plan. Positive energy and social good emits from within and is felt across the team. We work as one, to succeed together and to respect the expertise each of us brings. We step up and keep going until the job is done, whatever it takes. This is what our clients and communities deserve.

**Join us, a passionate agency of change-makers,  
to deliver campaigns for good.**



At Magpie, we bring our purpose to life in everything we do. Our story today grows from every conversation, every idea, and every campaign we create. From concept development to the big idea, everything contributes to our **Great Campaign; an endless pursuit of healthier and happier communities.**



We are seeking a **Business Development Manager** who can do something great with their talent, who can help us achieve healthier and happier communities; one person, one campaign at a time.

**Pay scale:** £40- £45k per annum (depending upon experience)

**Status:** Full time. Hybrid working and flexible hours from home and our Leeds city centre studio. This is not a fully remote role.

**Reports to:** Director of Campaigns

**Role focus:** Lead our business development and sales activity allowing us to diversify our clients; grow our income streams; and create more social impact.

You will handle the full sales lead process from identifying potential markets and clients, to nurturing leads and then (with the support of the wider team) developing proposals / pitching to clients and closing the deal.

#### **Main duties and responsibilities:**

- Lead all aspects of Magpie's business development activity, achieving lead generation and sales targets and reporting on key performance indicators. You will own Magpie's tools and systems for business development, including our CRM system
- Continually look out for new business opportunities, including regular market analysis trends
- Support Magpie to enter new market segments by developing sales assets that speak to specific audiences
- Make new connections and develop new opportunities by attending relevant events, joining networks and forming new business relationships
- Manage Magpie's online business profile on procurement frameworks and portals, registering us for relevant opportunities and managing the application process
- Manage the tender and proposal writing process, working with the wider team, developing timelines, selecting a project team, delegating responsibilities and facilitating collaboration for proposal responses
- Work with Magpie's marketing team to create content and campaigns for business development (for example case studies, email campaigns, direct marketing and testimonials)
- Create winning proposals and pitches, working with Magpie's specialists in behaviour change, creativity and co-production, by gaining a thorough understanding of the client's brief and criteria



- Draft clear contracts and statements of work with Magpie's Campaign Consultants, supporting the successful onboarding of new clients into the agency
- Support Magpie's Campaign Consultants to identify opportunities with current clients

### **General Responsibilities:**

- Positively promote Magpie through our channels, contributing content, making connections and monitoring our social media and website content
- Stay abreast of current issues facing our clients and campaigns and proactively join in the conversation, contributing to discussion on these topics.
- Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.
- Participate in the annual performance appraisal process and show a commitment to learning and personal development, striving to make your best better.
- Undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

## **Person Specification**

### **Essential Experience and Skills**

- You are passionate about creating healthier and happier communities and creating lasting positive social impact.
- You have proven success in a business development environment achieving KPIs, business to business sales targets and developing new business relationships in health; public sector; third sector; or with brands that are focused on social good.
- Exceptional communication skills. Your copywriting and presentation skills make the complex appear simple, creating clear compelling pitches.
- Significant experience in relationship management, with the ability to exercise sound judgement, sensitivity and political awareness when working with multiple stakeholders.
- An understanding of the challenges and opportunities facing at least one of the following sectors: public health; public sector; third sector; education sector.
- You are a strategic thinker with an ability to look at the bigger picture and understand how to bring together creative vision, ideas, and practical plans to deliver long term success for clients.
- You have proven time-management skills and the ability to balance several projects at once and meet deadlines with a systematic approach to organising your work.
- You are self-motivated with confidence and ability to hit the ground running,

embrace challenges and act on your own initiative.

- Committed to Magpies' values to inspire; excite; engage; collaborate; persist and believe.

### **Beneficial Skills and Experience**

- You have experience of using tender/framework portals, with good working knowledge of the latest in compliance (e.g. GDPR, social value, risk registers, environmental policies).
- Driving licence and access to a car.

## **You are a Great Campaigner**

Joining our team of Great Campaigners means:

### **You take initiative**

You never wait for the perfect brief or overlook the potential within each project. Every day, you aim to be part of the solution to the world's greatest challenges.

### **You create impact**

You see success as the sum of small actions you take.

### **You establish momentum**

Change doesn't come overnight. Each day, you pay attention to the small details.

### **You are driven by purpose**

Positive energy and social good emits from within and is felt across the team you work with. Your only agenda is to work as one within the team, to succeed together and to respect the expertise each of us brings.

### **You step up**

You get the job done, whatever it takes.

Our clients, the communities you serve, and their campaigns always come first.

# Life at Magpie

At Magpie you won't find big egos, just big ambitions for the world we live in. We're a friendly and talented team, dedicated to making positive change. Here are some of the things you can expect from joining us...

**Profit share** – Our employees each get a share of our profits. Every year we distribute a profit share. The more impact we make, the more we are rewarded.

**Investment in you** – We invest significantly on training, development, and rewards. We run our own University of Magpie to develop your specialist creative behaviour change skills with internal and external experts. Every team member has a professional development plan which roadmaps their progression and helps them achieve their personal goals.

**Flexible working** – A good work-life balance is important, we are advocates of flexible working, and all our work is cloud-based for effective remote working. We have a blended approach to working at home, in our studio at Munro House and out in the communities where our campaigns need us.

**Birthday off work** – Because no one should have to work on their birthday! If your birthday falls on a non-working day, you get the next working day off.

**Supporting causes** – We featured in Just Giving's top 5% of fundraisers. We're proud to have supported some great projects and causes over the years and even offer our team a day of paid volunteering a year. All our team get the gift of giving for their birthday and we donate to each person's favourite charity or cause as a birthday treat.

**Health and wellbeing ambassadors** – Our in-house ambassadors gain and provide access to training, signpost to support and listen to you so we can improve our working culture.

**Staff activities and socials** – From canal boat trips to neon light making classes, we look for regular opportunities to get social together as a team.

**Vision days** – We host reflection and planning days where the whole team inputs into our future plans. In 2022 this was an overnight festival style event we call 'GoodStock'.

**Christmas and New Year shut down** – We close down and rest between every Christmas and New Year with time off in addition to bookable annual leave.

**Our culture** – We always do what it takes to achieve impact whilst protecting each other's wellbeing. We are stimulated and challenged whilst always feeling supported.

**Enhanced pension scheme** – All team members receive above statutory pension employer contribution.

**Dog friendly office** - We welcome well behaved dogs into our studio space!



# Interested?

Send a cover letter of no more than 500 words explaining **what you'd bring to the role** and **how you found out about this role**, along with your CV to [impact@wearemagpie.com](mailto:impact@wearemagpie.com) title your email 'Business Development Manager'.

For an informal conversation about the role, please contact Tom Salmon (Director of Campaigns) [tom@wearemagpie.com](mailto:tom@wearemagpie.com)

**Application deadline: Sunday 02 July 2023**

Magpie is committed to promoting a diverse and inclusive environment and is proud to be an equal opportunities employer - a place where we can ALL be ourselves and succeed on merit.

