

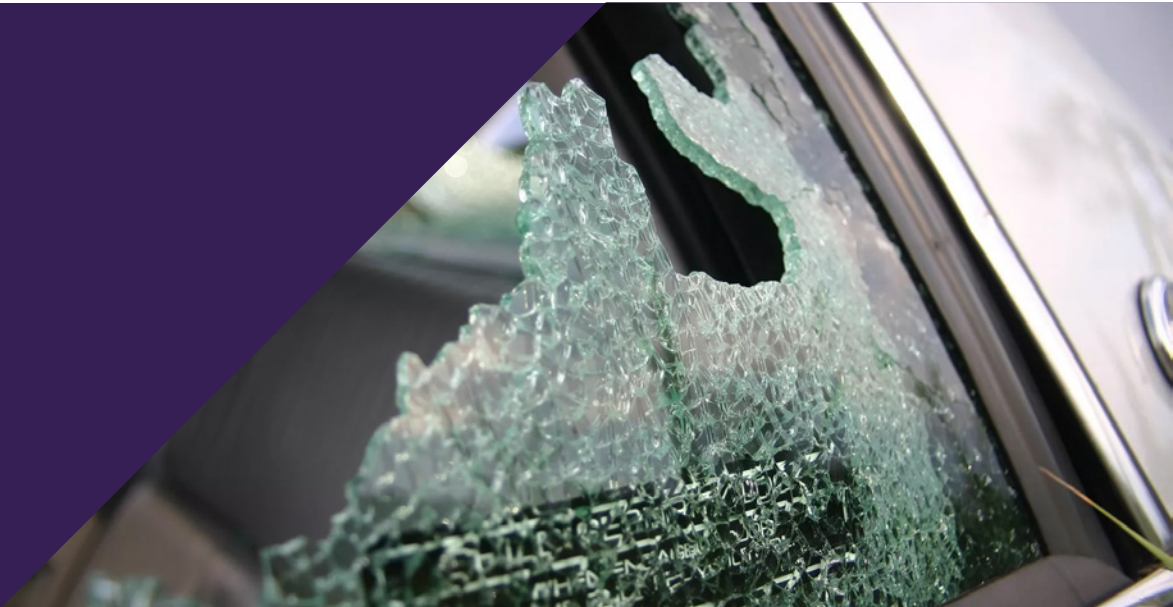


# Director of Business Development

**Candidate Brief** October 2022 

**CrimeStoppers.**  
Speak up. Stay safe.

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# Welcome

I am delighted that you are considering applying for the role of Director of Business Development at Crimestoppers. Since Crimestoppers was formed in 1988, we have worked hard to help protect communities by giving a voice to the voiceless and the disenfranchised. Over half a million people contact us every year with their crime concerns.



We offer a unique service for the public, offering people the ability to contact us about crime safely, securely and above all else, anonymously. This means that they can report wrongdoing on all crime types without ever having to give their details.

Whilst we are here for everybody, we are especially here for those communities that struggle to engage with the police directly for whatever reason: cultural, geographic, fear of reprisal etc... This means that our work makes a real difference and ensures that everybody has the opportunity 'to do the right thing' without any fear of repercussion.

We are excited by the future. There is much to do, and plans are in place to make the Charity more relevant than ever before. We want to make a positive change in communities helping everybody to speak up to stay safe.

As Director of Business Development, you will play a key leadership role in the ongoing transformation of the organisation ensuring financial sustainability, achieving commercial success through growing our services, increasing income through enhancing both the range and depth of our services.



This role will be critical for the future success of the Charity. You will advise the Chief Executive, and the Board of Trustees, on developing an innovative and proactive business development strategy. Whilst a strong 'offer' already exists, there is room for that to be developed further.

You will be a collaborative and inclusive leader who acts with integrity, and who understands that our beneficiaries are at the heart of everything we do.

At Crimestoppers we know it's our people that make the difference. It is a great place to work (our recently completed staff survey tells me that!) and people tend to stay as they enjoy both the work and supporting our noble cause. I do hope that having read through the information pack you will decide to apply and come and join us.

**Mark Hallas OBE**

Chief Executive



# About Crimestoppers

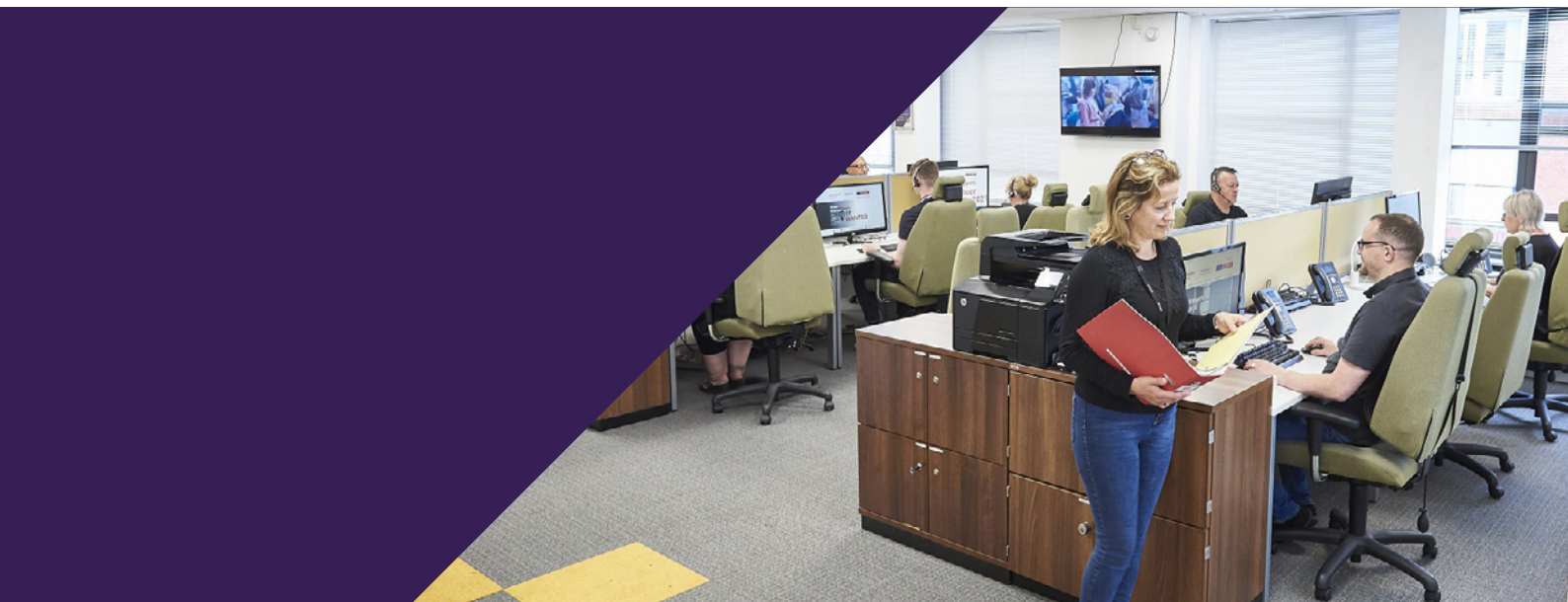
**We are an independent charity that gives people the power to speak up and stop crime, 100% anonymously.**

By phone and online, **24/7, 365** days a year. We also share advice on how to protect the people you care about from crime. We're working towards a country where everyone will feel safe, wherever they live.

## In the beginning

We've been around since 1988. We started off as the Community Action Trust with a simple phone line. People called our team and they listened; they took information about crime, stripped it of any information that could identify the person making the call, and passed it to the police.

Some things have changed since 1988. We became Crimestoppers in 1995, and we still get lots of phone calls, but most of the information





comes in online to our national Contact Centre. We've grown in size and ambition, working with businesses to make communities safer, and carrying out educational campaigns through our regional teams and central office.

Since 2005, we've hosted appeals for suspects on our Most Wanted Gallery. One thing hasn't changed: whoever contacts us on 0800 555 111 and via our online form with information about crime, is 100% anonymous. Always.

## Our history

Our purpose has been the same since we were founded by Michael Ashcroft (now Lord Ashcroft) and his business colleagues. They wanted a way for people to come forward anonymously with information about the murder of PC Keith Blakelock during the 1985 London riots. The police said that someone knew who was responsible for the murder, but was afraid to come forward.



Today we are regularly contacted by people who are vulnerable, scared, or afraid of the consequences of sharing what they know. We are, and always have been, inclusive: we don't judge – we're here for everyone who needs us, anonymously.

We're proud of our history. We've listened to millions of people over the years; our appeals have resulted in over 140,000 arrests. When people contact us, positive things happen: we create a way for people to protect their families, friends and communities, anonymously.

We care about those who contact us, and we're dedicated to giving a voice to anyone who finds it difficult to speak out publicly. We understand that life isn't always black and white and to help us improve our services we're committed to asking the difficult questions. What shapes someone's behaviour? Their choices? We're still learning, but we're determined that everyone who wants to tell us about a crime can do so easily, securely, and anonymously. Stand with us as our story continues, and let's make communities safer together.



## Mission (what we do to achieve our vision)

We're an independent charity that gives you the power to speak up to stop crime, 100% anonymously. Whoever you are, wherever you live, from communities to companies. By phone and online, 24/7, 365 days a year. We also share advice on how to protect the people you care about from crime, so everyone can feel safe.

Crimestoppers Charitable Objectives – from our Memorandum and Articles of Association

The advancement, promotion and preservation of public law and order

The advancement of efficient policing

The promotion and encouragement of good citizenship and greater public participation in the prevention and solution of crime

The furtherance of the administration of justice





## **Our work relies on our supporters, who demonstrate their exceptional commitment to our cause.**

At Crimestoppers, we rely heavily on generating income from our supporters: trusts and foundations, statutory partners, corporate clients and the public. Together, we share a central goal of making our communities and workplaces safe and secure.

We want you to feel confident that we're spending our money wisely. That's why we're committed to being open about how we're funded and managed.

## **Who are our supporters?**

These are:

our corporate partners who pay for a range of specialist services

our generous individual donors

our brilliant volunteers who give their time and energy

community partners and police who share their information with us



## Partnerships

Our partners are crucial to our work. In addition to valuable financial support, our anonymous reporting services gives organisations and public sector bodies important intelligence. This helps them better prevent and disrupt criminal activities.

## Law enforcement community

The support we receive from the Home Office, Police and Crime Commissioners and local constabularies is vital to our success in encouraging more people to speak up and stop crime. They help our tailored campaigns tackle specific types of crimes at a local level.



# Context for the appointment

## An overview of Business Development

Crimestoppers is a unique organisation and highly respected across all sectors. We have a voice and a presence when we prospect for new income. We position ourselves as solution-providing consultants, who take the trouble to understand the operating environment of clients, and then create a bespoke package that adapts our key products.

Of course, commercial and voluntary income lie at the heart of what you do. However, you will also have a big influence on the types of national reporting and campaign initiatives run by the charity. It is immensely satisfying knowing that you will have a significant voice in shaping engagement with the public – both in public awareness and crime reporting. There is also a culture of close collaboration – people recognise each other’s skills and work together for the common good on behalf of those who most need our services.





## Commercial partnerships

Commercial partnerships account for £2m income, which is approximately a third of the organisation's entire income, and mostly unrestricted.

Currently we provide services to nearly 80 commercial, statutory and non-statutory partners. They are supported directly by two account managers.

The Business Development Director works directly with the Head of Business Development to generate new business. The Head of Business Development manages the account managers.

Financial targets are currently circa £150k net in year though, after attrition, the new income we have to generate is closer to £240k net in year. We wish to review and grow these targets to enable us to deliver more for our charitable cause.

Commercial income partners are also vital to the organisation because they enable Business Development to identify new crime concerns for the organisation. For example, Business Development is at the vanguard on fraud, but there are many others crime types.



We also have a key role in influencing how commercial and non-commercial partners address crime issues. We have designed strategies for the whole of the gas and electricity industry; the fire services, and are in the process of designing solutions for social housing, sport, higher education etc.

Our key services are internal and public reporting lines, marketing campaigns and information sharing. Intellectual Property is an added value proposition.

## Statutory/non-statutory income

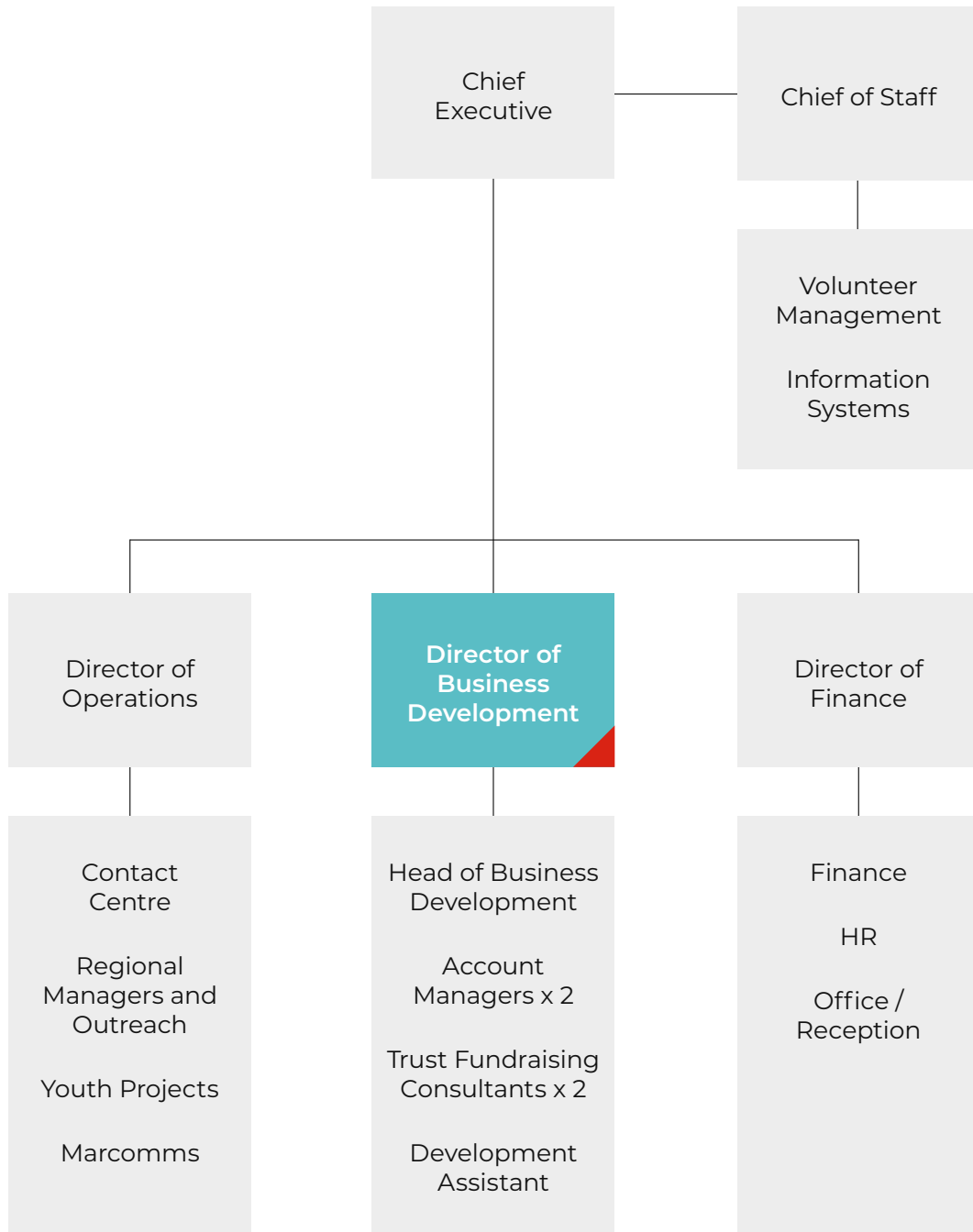
Statutory and Trust income employs two fundraisers. They generate £1.3m. This income plus commercial means that Business Development raises over 50% of the charity's entire income. The income raised is used to pay the salaries of our Regional Managers and Fearless youth workers; as well as income for national and regional campaigns. The Business Development Director is ultimately responsible for them achieving their financial targets.

## Inter-actions

The importance of Business Development is recognised within the organisation as it is the key area that drives new business. Therefore, it is treated as the 'internal customer' having direct and important relationships (that must be handled sensitively) with Marcoms and the Contact Centre.



# Management organisation chart





# Job description

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**Job title:** Director of Business Development

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**Salary:** £81,279 (includes car allowance)

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**Hours:** 37.5 per week

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**Contract:** Full-time, permanent – three days in the office and two at home. Mandatory office days are Monday and Wednesday

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**Leave:** 28 days annual leave plus bank holidays

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**Pension:** We are part of Pensions Auto enrolment with a 4% Employer contribution

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**Location:** Wallington, Surrey with significant travel

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**Reports to:** Chief Executive

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**Responsible for:** Business Development Team

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## Purpose of the role

### Business development

- ▲ Generate commercial income for core services; grow number and value of contracts

### Fundraising

- ▲ Gain funding from charitable and statutory sources to support Regional Managers, Fearless youth workers and campaigns



## Strategy

- ▲ Set the strategy for business development
- ▲ Develop the charity's offering to meet customer demand

## Marketing

- ▲ Work with the Marketing team to maintain and grow brand awareness within chosen markets

## Main responsibilities

### Strategy

- ▲ Review and set the strategy for Business Development in alignment with Charity goals; consider new products and markets as appropriate
- ▲ Create three year business plan





## **New business**

- ▲ Win new business to level of agreed targets
- ▲ Take a consultative and relationship based approach to sales

## **Account management**

- ▲ Manage existing clients to ensure excellent satisfaction leading to contract renewal

## **Fundraising**

- ▲ Lead fundraising for Regional Managers, Fearless youth workers and Trust funded campaigns

## **Marketing**

- ▲ Work with Marketing team to grow brand awareness and deliver campaigns

## **Staff development**

- ▲ Develop staff team to meet potential and deliver charity goals

## **Business management**

- ▲ Actively participate in charity management, including trustee, strategy and executive meetings
- ▲ Support the CEO and other Directors/Heads of Departments in all of the charities activities

## **Collaboration**

- ▲ Work closely with Marketing, Operations and Finance to deliver the charity goals. Embrace spirit of openness and collaboration that exists across the charity



## Role dimensions

**Budget-holder:** Yes

**Line management responsibility:** Yes

**Out of hours requirements:** As required to reflect the nature of the role

**Main contacts:** Corporate Partners, commercial clients, new contacts

**Specialist knowledge:** Business Development, Relationship and consultancy approach to sales, Account Management, Marketing and market development, Fundraising, lead generation.



# Person specification

- ▲ Takes a relationship and consultative approach to sales opportunities
- ▲ Demonstrates a clear understanding of customer need and provides innovative solutions
- ▲ Ability to understand customer needs and set strategy to meet them
- ▲ Strong sales and fundraising background
- ▲ Good Marketing skills. Can assess market and set approach that delivers
- ▲ Excellent people skills, able to change approach according to circumstances
- ▲ Good motivator, able to develop and grow staff team
- ▲ Strong communicator, able to operate from C-level downwards
- ▲ Provides a positive influence and demonstrates integrity
- ▲ Takes responsibility for self-development and be accountable for own actions





## Competency framework

### People

#### People management

Enables staff/others to perform well and to develop

#### Teamwork

Collaborates with and supports others to produce better results

#### Managing customer relationships

Develops effective relationships with existing and potential customers

### Performance

#### Business awareness

Understands Crimestoppers purpose and goals and their relevance to own role

#### Decision making

Assesses the extent and scope of a problem or issue and decides what action to take

#### Deliver results

Does what needs to be done to get the right outcome at the right time





## Personal

### Leadership

Provides a positive influence and demonstrates integrity

### Communication

Uses a range of methods to present a professional image of self and Crimestoppers

### Continuous improvement

Takes responsibility for self-development and be accountable for own actions

The job description reflects the key accountabilities of the role, but these may vary from time to time according to the needs of the Charity, and you may be asked to undertake any task that is reasonable and in keeping with the nature of your role and your skills and experience.

- ▲ Cycle to work scheme
- ▲ 24 Hour Employee Assistance program
- ▲ Online benefit discount scheme
- ▲ Season ticket loan
- ▲ Free onsite parking



# How to apply

For an informal and confidential discussion, please contact our recruitment partner, NFP Consulting:

**Simon Lloyd** Director | NFP Consulting  
07961 988 523 [simon.lloyd@nfpconsulting.co.uk](mailto:simon.lloyd@nfpconsulting.co.uk)



For more information and to apply online, please visit:

[www.nfpconsulting.co.uk/crimestoppers](http://www.nfpconsulting.co.uk/crimestoppers)

Application is by way of CV and a Supporting Statement, which should be around two sides of A4 and set out your motivations and credentials for the role.

**Closing date: Monday 14th November**

## Selection process and timescales

### Stage 1: Week beginning 21st November

First round of screening interviews conducted by NFP Consulting.

### Stage 2: Tuesday 29th or Wednesday 30th November

The final panel interview will be held on-site and there will also be the opportunity to meet with stakeholders.

## Accessibility

Please let us know if you have any special requirements which we might need to consider in relation to the selection process. Any requests will not affect the decision making itself.