



Job Description

Job Title:	Development Manager
Department:	Field Staff
Location:	Home based
Reports to:	Area Development Manager or Head of External Affairs or Senior Development Manager (TBC subject to Development Manager location)
Liaises with:	Member Liaison Officer

Job Purpose:

To campaign and develop the work and growth of the FSB to ensure that the interests of its members are represented; and to enhance the status and profile of the organisation.

Key Areas of Accountability: (In support of local members, in association with the Member Liaison officer)

Advocacy

1. Identifies, researches, develops and promotes policy on issues as they arise, including representing the FSB with members at external meetings and promoting the advantages of membership.
2. Develops campaigns that identify the key messages of the campaign, the methods, desired outcomes and level of member involvement, whilst providing valuable feedback to the central departments.
3. Implements campaigns by briefing and supporting members who are directing the delivery of national and local campaigns.
4. Creates and co-ordinates a regular lobbying programme in conjunction with local members for locally elected politicians, local authorities and other external bodies (e.g. MPs, MSPs, MEPs and/or Assembly Members).
5. Supports the development of regional plans by the members.

Media

1. Develops a strong presence in the local and regional media to deliver the key messages on national and local campaigns/ policies by working closely with the relevant press department.
2. Produces press releases and articles that provide a local interpretation on national and regional policy issues to promote the interests of our members, having attained necessary approval.
3. Co-ordinates the role as the local contact and spokesperson for the FSB, as well as assisting in the development of members who would be good spokespeople for the FSB.
4. Provides local insight by providing case studies and media stories for central use.
5. Implements the national strategy for new media for the benefit of the FSB and local members.



Research

1. Utilises the results of local and national data to identify key business issues in order to support media, advocacy, recruitment and retention activities.
2. Develops a knowledge and a database of political and legislative developments, researching the impact on local region and small businesses, and referring policy issues to the relevant departments when necessary.
3. Produces written reports, briefing papers, consultation responses, statistical tables, etc for local members, external boards, locally elected politicians and local media contacts to aid FSB representation and to support the lobbying and campaign work.

Member Support

1. Provides excellent customer service through effective signposting and provision of relevant information if appropriate when dealing with issues raised by members.
2. Co-ordinates member feedback so as to identify relevant case studies and opportunities to build relationships with key partners.
3. Assists in implementing all central retention initiatives.

Recruitment

1. Develops proactive working relationships with recruitment, keeping them informed on local activities and highlighting opportunities.
2. Co-ordinates promotional events that are aimed at raising the profile of the FSB and with the potential to recruit new members.
3. Creates greater awareness of FSB activities, services and benefits by promoting these locally amongst the members and wider business communities.

Undertakes other duties relevant to the Department's activities commensurate with the level of the post and as directed by the appropriate line manager (TBC).

Job Holder: _____ Date: _____

Line Manager: _____ Date: _____



Person Specification

Job Title:	Development Manager
Department:	Field staff

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> HNC/ HND/ NVQ 4 Calibre 	<ul style="list-style-type: none"> Degree or equivalent
Experience	<ul style="list-style-type: none"> Implementing campaigns Developing lobbying plans based on local policy work Providing copy for press and media use Researching local issues Influencing through the development of trusting relationships across a wide variety of stakeholders Presenting to large groups of people 	<ul style="list-style-type: none"> Working within a small business environment Working from home Previous employment in regional or local government or related body Worked in a membership organisation with high level of volunteer activity Managing/ organising high profile events
Knowledge	<ul style="list-style-type: none"> Knowledge of the problems and issues facing small businesses Decision making processes in local authorities and local government bodies Proven ability to develop positive relationships with local media Ability to interpret organisational research 	<ul style="list-style-type: none"> Development of policy research Experience of lobbying locally elected politicians, local authorities and other external bodies
Skills	<ul style="list-style-type: none"> Excellent verbal and written communication skills Strong influencing skills Well developed listening skills Proven organisational skills and an ability to prioritise a diverse workload Analytical and able to process large documents and simplify information Ability to work to tight and often demanding deadlines relating to complex tasks Competent in use of Microsoft Office applications (Word; Excel; PowerPoint; and Outlook) 	<ul style="list-style-type: none"> Project Management Campaign Management MS Publisher



Specific requirements	<p>This role requires the post holder to:</p> <p>Be willing and able to undertake regular travel to attend functions and events across the UK, including evening and occasional weekend work.</p> <p>You are required to have a full valid UK driving licence and an appropriate road worthy vehicle for business use.</p> <p>Have the facility to work from home (equipment provided for business use) in dedicated office space:</p> <ul style="list-style-type: none">• Your home base must be located in an appropriate geographical area for the work undertaken by this role• Your home base must have the space and surroundings for you to carry out FSB work in a safe manner	
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