

JOB DESCRIPTION



Job title:	Business Development Executive
Department:	Fundraising
Responsible to:	Community Engagement Lead
Grade:	M1

Job Purpose

The Business Development Executive is responsible for generating and growing corporate income by building strong, mutually beneficial relationships with businesses across North Hampshire. The postholder will actively seek out new opportunities, build relationships from initial contact through to tailored proposals and agreed support, and help existing partners deepen and broaden their involvement with the Hospice. They will bring confidence, initiative and creativity to the role, developing new approaches and meaningful ways for businesses to support St. Michael's Hospice alongside more traditional fundraising activities.

Main Duties and Responsibilities

Business Development and Income Generation

- Work with the Community Engagement Lead to deliver the corporate fundraising strategy and achieve agreed gross income and activity targets.
- Take a proactive approach to researching, identifying and prioritising prospective corporate partners across North Hampshire, focusing activity where there is the strongest potential.
- Build and maintain a clear and well-managed pipeline of prospective and existing partnerships, with agreed next steps, timescales and consistent follow-up.
- Build upon contacts made through networking and outreach by arranging meetings, understanding business interests and developing tailored proposals that lead to income and wider support.
- Confidently present partnership ideas, make clear and appropriate asks, negotiate mutually beneficial arrangements and bring opportunities through to agreement.
- Take responsibility for maintaining momentum across new-business opportunities and ensuring agreed actions are followed through.

Networking, Sponsorship and Collaboration

- Be an active and visible representative of the Hospice within the local business community, confidently initiating conversations and developing new contacts.
- Represent the Hospice at business networks, corporate meetings and events, ensuring contacts receive timely and purposeful follow-up.
- Develop and deliver St. Michael's Hospice-led networking and corporate-engagement opportunities that generate new relationships, insight and business opportunities.
- Secure sponsorship for Hospice events and other agreed priorities by working with colleagues to develop relevant and appropriately valued proposals.

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- Work collaboratively across Income Generation, Voluntary Services and other Hospice teams to identify opportunities and provide corporate supporters with a joined-up experience.
- Work with Marketing and Communications to produce compelling proposals, presentations, case studies, impact materials and appropriate corporate recognition.

Marketing & Communications

- Work with the marketing team to create compelling proposals, presentations, and promotional materials for corporate partners.
- Ensure recognition of corporate donors through social media, newsletters, and events.
- Maintain accurate records of corporate donations and partnership agreements.
- To actively support and promote the benefits of SMH to all our stakeholders.

Data, Reporting and Compliance

- Maintain accurate and timely records of prospective and existing relationships, communications, agreements and next actions on Raiser's Edge and other agreed systems.
- Monitor income, pipeline value, progress and activity against agreed targets, providing clear reports and forecasts and identifying risks or opportunities at an early stage.
- Gather feedback and insight from businesses, evaluate activity and use learning to improve corporate opportunities and ways of working.
- Ensure corporate fundraising complies with relevant legislation, the Code of Fundraising Practice, data protection requirements, safeguarding procedures and Hospice policies.

Working arrangements

- Work flexibly to meet the needs of the Fundraising Department, including occasional evenings and weekends.
- Travel across North Hampshire and the surrounding area as required; a full driving licence and access to a car are essential.
- Plan and manage activity proactively, taking responsibility for following through on agreed actions and using initiative while seeking support or approval where appropriate.

General Responsibilities

- Work to maintain the values, vision and aims of St. Michael's Hospice.
- Additional Duties – In discussion with the line manager undertake work, as and when required, in support of St. Michael's Hospice as an organisation.
- Public Relations – Represent St. Michael's Hospice in the community and public domain as appropriate.
- Undertake all statutory and mandatory training, as required.
- Be conversant with and adhere to St. Michael's Hospice Policies and Procedures.

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- This is an outline job description and may be subject to change, according to the needs of the service, in consultation with the post holder.
- Take responsibility for own personal safety and of others whilst at work. You will take appropriate action or report any concerns to address any health and safety issues that you or members of your team may be aware of.
- This job description is an outline of the role and responsibilities. From time to time, due to the needs of the service, we may ask you to flexibly undertake other duties that are consistent with your role and banding, including project work, internal job rotation and absence cover.

Reviewed by:	Natasha Haji Community Engagement Lead	Date:	08-2026
Signed by employee:		Date:	