

PERSON SPECIFICATION



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 relationships with businesses across North Hampshire. The postholder will actively seek new opportunities, develop relationships from initial contact through to tailored proposals and agreed support, and help existing partners deepen their involvement with the Hospice. Bringing confidence, initiative and creativity, they will develop new approaches and meaningful ways for businesses to support St. Michael's Hospice alongside traditional fundraising activities.

Requirements	Essential	Desirable	Evidence
Education/ Qualifications	A good standard of written English and numeracy, demonstrated through qualifications or relevant experience	Relevant qualification or professional development in business development, sales, marketing, account management or fundraising	CV / Application Form Certificates
Previous Experience	- Relevant experience in business development, sales, recruitment, account management, corporate partnerships or fundraising - A track record of building strong relationships and securing new business, income, partnerships or other tangible results - Proactively identifying and approaching prospective clients, customers, partners or supporters and following opportunities through to an agreed outcome - Building, managing and growing long-term customer, client, partner or supporter relationships - Representing an organisation externally and building	- Charity fundraising, corporate social responsibility, corporate partnerships or community investment experience - Developing sponsorship packages, partnership proposals or pitches - Experience in a hospice, healthcare or other purpose-led organisation - Developing gifts in kind, volunteering or skills-based partnerships - Public speaking or facilitating business events	CV / Application Form Interview References

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	productive professional networks • Using a CRM or similar system to record activity, manage follow-up and support reporting •		
Skills, Knowledge, Abilities	• Confident communication, networking, presentation and relationship-building skills, including making clear asks, negotiating and bringing opportunities through to agreement • Ability to understand what motivates a business and identify opportunities of genuine value to both the business and the Hospice • Creative thinking and sound judgement, including generating fresh ideas, developing realistic proposals and making a persuasive case for new approaches • Highly organised, with a consistent approach to follow-up and the ability to manage multiple relationships from initial contact through to established partnership • Clear and compelling written communication, including proposals, presentations and reports • Ability to interpret pipeline and performance information and report progress accurately • Competent use of Microsoft Office and CRM systems	• Good ability to proof-read • Experience of using Raiser's Edge and Monday.com • Knowledge of the Code of Fundraising Practice • Understanding of corporate social responsibility or social-value priorities	CV / Application Form Interview References

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Attitude, Aptitudes & Personal Characteristics	• Proactive, self-motivated and results-focused, with the confidence to initiate conversations, seek new business and take ownership • Creative and curious, willing to champion well-considered ideas and turn agreed approaches into action • Persistent and resilient when opportunities do not progress immediately • Professional, credible and confident when representing the Hospice • Collaborative and willing to share information and support colleagues • Flexible and able to adapt to changing priorities • Committed to equality, diversity and the values of St. Michael's Hospice		Interview References
Other requirements (e.g., on-call/driving licence/shifts)	Full driving licence and access to a car Ability to work occasional evenings and weekends as required Willingness to complete a satisfactory DBS check and other relevant pre-employment checks		Application Form Interview Checks

Reviewed by:	Natasha Haji Community Engagement Lead	Date:	08.2026
Signed by employee:		Date:	