

# THE DEAF HEALTH CHARITY SIGNHEALTH



## Business Development Manager

### Candidate Brief

December 2020

## Overview

Thank you for your interest in this exciting role. We hope that this pack gives you all the information you need to make your application.

We have ambitious plans to grow our social care services in line with our Three Year Plan.

You will need to be highly organised and able to plan effectively in order to complete your daily tasks which may fall under strict deadlines. Strong communication (written and spoken or signed) will be expected alongside highly developed customer service skills.

You will be responsible for developing new business projects, develop and manage proposals, business cases and tenders. You will be required to develop effective relationships and have strong analytical skills to gain insight into market development and opportunities for innovation.

You will be encouraged to learn and develop British Sign Language skills if you don't already, so that you can communicate with our teams and grow effective relationships with our deaf colleagues. We provide services directly in British Sign Language (BSL), we work in partnership with the NHS and local authorities and we also campaign for change.

75% of our staff at SignHealth are Deaf, and almost all of our staff in services are fluent sign language users.

Our work is varied and aims to give Deaf people easier access to healthcare and information, as well as providing services which are not provided elsewhere.

Some of our work is funded on a case by case basis by the NHS or local authorities, and some is funded entirely by grants from trusts or by donations from individuals.

**“We are a passionate and caring Deaf-led team working towards a future where there are no barriers to good health and wellbeing for Deaf people.”**

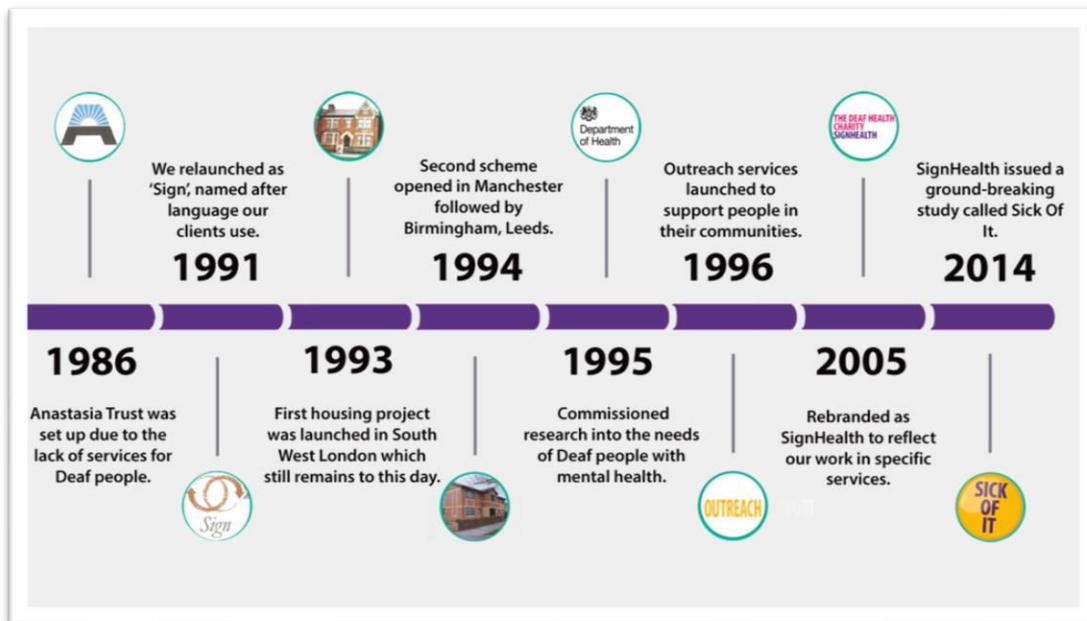
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# THE DEAF HEALTH CHARITY SIGNHEALTH

## About us

The charity was set up in 1986 as the Anastasia Trust in response to a lack of services for Deaf people with mental health issues. Over three decades, we've grown to provide a range of services that improve Deaf people's lives.

We have grown to deliver a range of services that improve the health and wellbeing of Deaf people. In the last thirty years we have set up a number of care homes, provided advocacy and outreach services, supported Deaf people at risk of domestic abuse, delivered therapy in British Sign Language, carried out important research and made vital information more accessible to Deaf people.



Our work is varied and aims to promote easier access to healthcare and information. We partner with the NHS and other services and take on projects, carry out research, and raise awareness.

The world has changed significantly since SignHealth began, not least huge advances in technology and the changing health and social care landscape. Things have changed within SignHealth too. In July 2017 we relocated our Head Office from Buckinghamshire to London. We have a new, award-winning, Board of Trustees, a refreshed strategy and we are focused on ensuring that the organisation is financially and commercially sustainable. There is a great deal to do to improve Deaf people's health and wellbeing and we are determined to make a significant difference through our work.



## What we do

### Social Care

Our registered care homes, all rated Good by CQC, are for Deaf people with complex and long-term mental health issues. This is how we first began, and they remain a hugely important part of our services portfolio. Our five care homes give residents their own bed-sit flat, and the care home staff help the residents to build independence and increase confidence, as well as prompting and supervising medication. All residents and staff are sign language users, which helps to end the isolation many Deaf people experience when they are inappropriately supported in hearing services.



Many of our care homes also have outreach services which support other Deaf people living in their own homes to increase their independence and take part in their local community. Our London Outreach service also runs a Supported Housing service for Deaf people in Wandsworth.

### Therapies

SignHealth runs the only IAPT-compliant, BSL psychological therapy service for Deaf people with depression, anxiety or similar mental health conditions. Sessions are carried out entirely in sign language, with a therapist who is fluent and often Deaf themselves. It means there is no interpreter in the room, which would slow down communication and reduce the intimacy which is important to this kind of treatment. An online service is now up and running which will enable more people across the country to access therapy in BSL.

### Domestic Abuse services



Our Domestic Abuse service is a unique service that supports Deaf men, women and children who are suffering domestic abuse. This is the only service in the UK and gives help and advice on how to be safe, and where to find refuge.

The service is available in London and the South East although remote support is available across England. We have plans to expand this much needed service

across the UK. The service also works with Deaf children and young people, teaching them about healthy relationships and staying safe online.

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## Campaigning and Research

Campaigning is an important part of our work, trying to change the way things are done so that Deaf people get an equivalent service to hearing people. We are raising awareness among the hearing public, offering solutions to health service workers, and pushing for change from the NHS and government.

In 2014, we launched a really important piece of research, 'Sick Of It' which showed just how disadvantaged Deaf people are in our current health system.



## Fundraising

We've got a strong history of fundraising at SignHealth and we want to increase our fundraised income in the future too. Whether from trusts, grant makers, central government or private individuals we have an ambitious growth strategy for SignHealth which will need strong and reliable income streams.



## Follow us

-  @SignHealth
-  @SignHealth
-  @SignHealthCharity



## Job Description – Business Development Manager

<b>Location:</b>	Flexible
<b>Accountable to:</b>	Director of Operations
<b>Hours:</b>	37 per week, full time
<b>Term:</b>	Permanent



### Main Objectives

- To be responsible for developing and co-ordinating new business projects, ensuring project delivery within the required timescales
- To provide project support to staff identified as project leads which includes ensuring grants are spent in a timely manner and deliverables are achieved.
- To develop and maintain relationships with external contacts to gain insight into market development and opportunities for partnership working.
- To develop and manage all aspects of the completion of proposals, business cases and tenders,
- Effectively engage key internal and external stakeholders, including NHS and Local Authority commissioners, and adoption of best practice and innovation for proposals/bids and project delivery
- To maintain sufficient knowledge of SignHealth services and the relevant markets/sectors to ensure that our approach to developing services reflects best practice and exploits opportunities for innovation.
- To ensure that all new business opportunities identified for service growth or continuation fit with the objectives of the organisation's Strategy and Three Year Plan.

### Key Responsibilities

- To line manage the Community Engagement Officer ensuring that their outcomes are achieved and that they are supported to develop in their role.
- To be responsible for research and market analysis to identify new business opportunities and evidence of need for SignHealth. This will include user engagement strategies to obtain user led views and feedback

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- To use business development tools to develop value propositions and differentiators that provide clear benefits to commissioners and clients, positioning SignHealth as the provider of choice.
- To develop business cases for proposals for decision by the Executive Leadership Team
- To submit tender/fundraising bids, ensuring they have been risk assessed and the required documentation having been completed
- To be responsible for project planning ensuring that the tasks and resources to complete activities, tasks within timescales have been accounted for
- To be responsible for project co-ordination in line with funding requirements and supporting the project leads to ensure project delivery
- To develop systems for measuring and evaluating the impact of service delivery, including KPIs, outputs and outcomes,
- To maintain a working knowledge of opportunities and relationships with funders, commissioners and other providers in areas of service delivery and new business opportunities.
- To support the Executive Leadership Team to maintain relationships with other providers to identify opportunities for partnerships and funding. Provide support to Heads of Services and Service Managers, as required, to maintain similar relationships.
- To maintain accurate and current information on business development systems and databases, including on our stakeholders and wider audience to engage

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## Person Specification

<b>Qualifications &amp; Training</b>	<b>Essential/Desirable</b>
Project Management training or qualification	D
Fundraising/bidding training or qualification	D
BSL fluency/qualifications or willingness to learn BSL	D
<b>Experience</b>	
Track record in writing successful proposals and tender bids	E
Experience of developing and implementing business cases	E
Experience in research and establishing evidential links to support proposals, with the ability to quickly sift and analyse data.	E
Experience of working within NHS/Local Authority commissioning and procurement frameworks	E
Experience of working with Voluntary Community Sector partnerships to co-ordinate funding applications, contracts or business cases.	E
Experience of stakeholder engagement to obtain feedback and views	E
<b>Skills</b>	
Excellent written and signed or verbal communication skills, with and ability to simplify complex information	E
Effective time management skills; adept at handling multiple priorities and meeting tight deadlines	E
Excellent project management skills and ability to prioritise competing demands	E
Excellent computer skills (including MS Office 365) and digital working skills (eg Zoom, MS Teams)	E

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Analytical skills and attention to detail, producing appropriate, accurate, high quality written work within often challenging word limits and bid deadlines	E
Excellent interpersonal skills	E
<b>Knowledge</b>	
Existing knowledge of key service areas – mental health, social care, domestic abuse	D
Knowledge of business development tools and techniques to develop propositions and differentiators	D
Experience of working in a field relevant to Deaf health	D
<b>Ability</b>	
The ability to develop and maintain relationships with external contacts, internal and external stakeholders and SignHealth employees	E
Ability to manage development projects from conception to delivery	E
Ability to draw on all available research	E
Ability to work in partnerships and to extract accurate, high quality information from all partners in order to produce compelling and competitive bid/proposition content	E
Ability to be proactive and able to self-manage	E
Able to live and champion SignHealth's values, and demonstrate a positive attitude towards working with Deaf people	E

## HOW TO APPLY

We hope that the information provided has enabled you to make an informed decision about your application. Before you apply, please ensure you have read the job description and person specification in detail.

Applications should comprise a CV, including details of two referees. Please also provide a supporting statement (no more than two sides of A4) outlining the reasons behind your application. This should respond closely to the person specification, showing how you meet the requirements of the role.

Our diversity monitoring form (available on request) should also be completed and returned.

We positively welcome applications from deaf people and disabled people.

All documents should be emailed to: [CReid@signhealth.org.uk](mailto:CReid@signhealth.org.uk)  
Please include your name in the subject field.

## Timetable

Closing Date: Friday 8<sup>th</sup> January 2021

## Contact

If you would like to arrange an informal discussion about the role or the process, please contact Christopher Reid at [CReid@signhealth.org.uk](mailto:CReid@signhealth.org.uk)

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