

**BUSINESS
DEVELOPMENT LEAD
(FREELANCE)**

APPLICATION PACK

Total budget: £16,000

Contract: Freelance, 16 weeks (est. 2 days p/w)

Location: Home-based with occasional travel

Reporting to: Chief Executive

Role purpose: To research and build a pipeline of trusts, foundations, housing associations and other strategic or funding partners that align with the Foyer Federation's vision, mission and strategic goals.

WHAT WE DO:

Young people who experience homelessness are likely to experience it later in life too: **we break this cycle.**

For over 30 years, we have been working with youth supported housing services strategically and on the ground to become Youth Foyers. By building on young people's strengths, talents and aspirations, Youth Foyers offer a holistic living and learning opportunity for young people who can't live at home to move on equipped to thrive as independent adults. Find out more on our [website](#).

WHY WE NEED YOU:

Over the last 12-18 months, we've been through a period of significant change. Last year, we designed and embedded a new Theory of Change, which in turn led us to redesign our core delivery model and impact measurement framework.

We've also recently produced new development, impact and communications strategies. These strategies set out three key priorities for 2026/27:

- **Impact:** Embedding our new delivery model, deepening relationships with our network, implementing more robust impact monitoring systems, and developing new programmes and partnerships to further our impact.
- **Income generation:** Securing new programme income, and exploring and developing our approaches to core investment, corporate partnerships and other income generation opportunities.
- **Positioning:** Developing our brand in the homelessness and housing sectors and beginning to form strategic relationships for influencing and advocating for our network.

However, we are currently experiencing challenges in our staff capacity, with three full-time members of staff on extended and unavoidable leaves of absence. This means we're now looking to bring in some interim support to help us further our strategic goals and keep things ticking over.

WHO YOU'LL BE WORKING WITH:

- **Joel (Chief Executive)** - responsible for building and managing strategic relationships with investors, national partners and philanthropists.
- **Jenny (Head of Communications & Insight)** - responsible for bid-writing, messaging, and demonstrating impact.
- **Siobhan (Head of Network & Partnerships)** - responsible for building and managing relationships with delivery partners.

WHAT WE THINK YOU'LL BE DOING:

We want the work you do to have a lasting impact, which means that we're eager to learn the right approaches to income generation and partnership building moving forward. For this reason, we'd like you to focus on researching, prospecting and offering us guidance that will help us to write the bids and build the relationships ourselves so that we can continue this work effectively into the future.

We're open and very keen to hear how you would approach this brief but, for now, **we envisage that you will:**

- Support Joel to map and prioritise where to focus business development time and energy.
- Conduct research and build a pipeline of trusts and foundations for Joel and Jenny to pursue.
- Source and book Joel onto relevant networking opportunities with an income generation focus.
- Develop and offer recommendations for refining our business development approach, such as getting in front of invite-only funders.
- Identify and prospect potential strategic partners, such as housing associations
- Keep an eye out for other opportunities that further our strategic goals.

While we would welcome your guidance and expertise, we **do not** currently envisage that you will be leading on bid-writing, grant administration or donor stewardship.

BY THE END OF THE CONTRACT, WE'D LIKE TO SEE:

- A pipeline of eligible, strategically aligned trusts and foundations that will enable us to secure £100k of new core income to cover existing costs for 2027/28. This can be a mixture of restricted and unrestricted.
- Introductions to five or more potential strategic partners to generate core investment (e.g. corporate partners such as new housing associations)
- Introductions to peer charity partnership / networking opportunities that help further our development strategy.
- A set of recommendations to help us shape our development strategy for 2027/28 with a focus on expanding our capability to secure new sustainable income sources.

WHO WE THINK WOULD BE GREAT AT THIS:

You'll have hands-on experience of:

- Income generation in small charities (under £2m) from a variety of sources.
- Building connections with trusts, foundations, major donors and philanthropists.
- Stewardship and relationship management in a small charity with stretched capacity.

You'll approach your work with:

- An understanding of the role that comms and branding play in fundraising.
- A keen attention to detail, particularly into the motivations and behaviours of potential funding relationships.
- A high level of intuition, with the ability to spot opportunities and the motivation to follow through.
- A love of solving puzzles with tenacity and persistence as part of a cross-discipline team.

You might (but don't necessarily need to) have experience of:

- Income generation in a social enterprise.
- Working in an infrastructural or membership organisation.
- Supporting an organisation to secure philanthropic income.

APPLY AND FIND OUT MORE:

To apply, please submit your CV and a written statement of no more than two pages [here](#), outlining:

- how you would approach this brief
- your current perspective and approach to using AI in income generation
- your track record of income generation
- why you feel you're the best person to help us.

Deadline: Tuesday 25th August, 5pm

Interviews on: Tuesday 1st September (pm), online



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