

# Head of Business Development

## Role profile

### About us

The Royal College of Occupational Therapists (RCOT) is the UK's professional membership body for occupational therapy. We lead, uphold and advance excellence within the profession through research, the development and delivery of evidence-based standards and guidance, the provision of professional development, and the accreditation and enhancement of education. We champion and advocate for the professional standing of occupational therapists and position the profession to have maximum impact in improving people's health, wellbeing, participation through occupations, and quality of life now and for future generations.

| Our values          |                                                                                                                                                                              |
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| <b>We Impact</b>    | We make meaningful differences with all our work.<br>We prioritise work that achieves our shared purpose and strategy.<br>We go above and beyond for the people who need us. |
| <b>We Challenge</b> | We find new and better ways to make things happen.<br>We are brave and bold in our ideas and actions.<br>We challenge ourselves, each other and the status quo.              |
| <b>We Elevate</b>   | We lift up and support others to be and do their best.<br>We are accessible and collaborative.<br>We are united and move forward together, even if we sometimes disagree.    |
| <b>We Respect</b>   | We value each other and celebrate our differences.<br>We are approachable, genuine and trustworthy.<br>We listen to others and believe everyone's views should be heard.     |

## Business Enablement and Compliance Directorate

The Business Enablement and Compliance Directorate enables RCOT to be purpose-led, sustainable and accountable. It brings together People and Culture, Finance, Commercial Development, Governance and Compliance, Business Support, Technology, Change and Continuous Improvement to provide the leadership, systems, governance and resources needed to deliver organisational priorities, strengthen financial sustainability, improve organisational effectiveness and support a positive, inclusive culture.

### Purpose of the role

Reporting to the Associate Director of Finance and working closely with the Senior Leadership Team, the Head of Business Development will provide strategic and operational leadership for RCOT's long-term income growth. The role will own and deliver the Business Development strategic plan, build a sustainable and diversified income portfolio, and turn commercial opportunities into measurable financial, organisational and member value.

In this role, the postholder will be expected to strengthen RCOT's financial sustainability by turning strategically aligned opportunities into reliable income. Success will depend on disciplined pipeline management, effective cross-organisational collaboration and a clear focus on commercial activity that supports RCOT's charitable purpose, reputation and member value.

The postholder will maximise income from sponsorship, grants and bids, education, membership, events and commercial partnerships, while identifying and testing new income streams. They will embed a confident, evidence-led and entrepreneurial approach across RCOT, ensuring opportunities are assessed consistently, risks are managed, compliance requirements are met and investment decisions are informed by clear measures of return.

| Your main responsibilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             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| <p data-bbox="97 170 344 203"><b>Strategic delivery</b></p> <p data-bbox="97 221 759 338">Lead the disciplined delivery of RCOT's income growth ambitions, balancing short-term performance with the development of sustainable, and diversified long-term revenue streams.</p> <p data-bbox="97 356 759 418">Achieving the goals of RCOT Business Development Income plan as follows:</p> <ul data-bbox="97 436 759 1727" style="list-style-type: none"> <li>• Lead the development and continual improvement of the Business Development Strategic Plan, ensuring alignment with RCOT's purpose, strategy, values and financial plans.</li> <li>• Own delivery of the annual commercial income target and maintain a clear, prioritised plan showing pipeline, probability, timing, resource requirements and forecast return.</li> <li>• Develop strategic partnerships that enable RCOT to meet its income targets in a predictable, long-term manner, without over-reliance on short-term arrangements.</li> <li>• Build a balanced portfolio of sponsorship, grants, bids and other commercial opportunities, reducing reliance on any single source of income.</li> <li>• Work with the RCOT commercial panel to embed proportionate governance, due-diligence and approval framework that protect RCOT's reputation, members and charitable purpose while enabling timely decisions.</li> <li>• Develop and maintain appropriate risk management approaches for investment appraisals and identify, assess and mitigate commercial, contractual, reputational and delivery risks associated with income-generating activity.</li> <li>• Measure return on investment across all business development activity and recommend where RCOT should start, stop, scale or redesign activity.</li> <li>• Bring a creative and entrepreneurial commercial mindset to RCOT, assessing future income opportunities, including individual giving, legacies, licensing, strategic alliances and new products or services, supported by robust business cases.</li> <li>• Lead the development and testing of innovative commercial propositions, turning new ideas into viable products, services and partnerships that create sustainable income and member value.</li> </ul> <p data-bbox="97 1744 381 1778"><b>Operational delivery</b></p> <p data-bbox="97 1796 759 1859">Enable and manage operational delivery across (but not limited to) the following areas:</p> <p data-bbox="97 1915 443 1948"><i>Sponsorship and advertising:</i></p> <ul data-bbox="97 1966 759 2123" style="list-style-type: none"> <li>• Lead the design, positioning and sale of RCOT's sponsorship portfolio, including events, content, education and other mission-aligned opportunities.</li> <li>• Manage the delivery of OTNews and digital advertising income portfolio (both print and digital)</li> </ul> | <p data-bbox="759 170 1347 203"><b>Knowledge, qualifications, and experience</b></p> <p data-bbox="759 221 1477 360">Relevant experience leading on Business Development within a similar sized organisation is essential, specifically working within either a membership body, professional body, health organisation, charity or similarly regulated environment.</p> <p data-bbox="759 378 1011 412"><b>Skills and abilities</b></p> <ul data-bbox="759 430 1477 1906" style="list-style-type: none"> <li>• <b>Commercially astute and income-focused (Essential):</b> able to identify value, assess risk, prioritise effort and maximise the commercial return on RCOT's work through sustainable income generation.</li> <li>• <b>Strategic and delivery-focused (Essential):</b> combines long-term thinking with a practical, hands-on approach to planning, implementation, performance monitoring and measurable outcomes.</li> <li>• <b>Able to maximise business development opportunities (Essential):</b> brings a strong track record of developing, negotiating and growing commercial relationships, sponsorship opportunities, bids, grants, partnerships or other income-generating activity.</li> <li>• <b>Confident pipeline development and ROI management (Essential):</b> experienced in using targets, forecasts, business cases, pricing propositions, budgets, contracts and performance measures to support sound decisions and corrective action.</li> <li>• <b>Influential and collaborative (Essential):</b> builds trust with senior leaders, colleagues, members, volunteers, partners, funders and external stakeholders, securing buy-in for ideas, propositions and new ways of working.</li> <li>• <b>Analytical and evidence-led (Essential):</b> uses insight, market intelligence, performance data and evaluation to challenge assumptions, solve problems and make well-substantiated recommendations in writing and in person.</li> <li>• <b>Clear and persuasive communicator (Essential):</b> able to explain complex propositions with accuracy, confidence and impact, adapting communication for different audiences and purposes.</li> <li>• <b>Resilient, adaptable and self-starting (Essential):</b> works independently with minimal oversight, manages ambiguity and competing priorities, remains calm under pressure and responds constructively to change and feedback.</li> <li>• <b>Rigorous and governance-minded (Essential):</b> applies sound judgement, attention to detail and proportionate governance to protect quality, compliance, reputation and member trust.</li> <li>• <b>Digitally confident (Disarable):</b> competent in using and leveraging customer relationship management or pipeline tools, project management systems to enhance delivery.</li> </ul> <p data-bbox="759 1924 1054 1957"><b>Other requirements</b></p> <ul data-bbox="759 1975 1477 2123" style="list-style-type: none"> <li>• Has an interest in occupational therapy and a commitment to understanding how RCOT's commercial activity can support the profession, members and the people they serve.</li> </ul> |

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| <p>and implement process improvements and automation to the current delivery model.</p> <ul style="list-style-type: none"> <li>• Develop a compelling, clearly priced suite of opportunities supported by strong propositions, audience insight, benefits, delivery standards and measures of impact.</li> <li>• Build and manage a high-quality prospect pipeline, moving opportunities efficiently from identification and cultivation through negotiation, contracting, delivery and renewal.</li> <li>• Retain and grow sponsors through effective account management, transparent reporting and consistently strong delivery against agreed outcomes.</li> </ul> <p><i>Grants and bid activity</i></p> <ul style="list-style-type: none"> <li>• Own and actively manage RCOT's grant and tender pipeline, setting clear priorities based on strategic fit, value, deliverability, probability of success and full-cost recovery.</li> <li>• Identify and qualify opportunities from statutory funders, trusts, foundations and international partners and other suitable institutions, working with colleagues and stakeholders to shape strong propositions.</li> <li>• Lead the end-to-end bid process, coordinating subject-matter input, budgets, approvals, partner contributions, quality assurance and timely submission.</li> <li>• Track conversion, value, effort and learning across bids; report performance and use evidence to improve win rates and resource allocation.</li> </ul> <p><i>Collaborations and partnerships</i></p> <ul style="list-style-type: none"> <li>• Expand RCOT's network of strategic collaborators and strengthening existing commercial relationships with present sponsors and partners.</li> <li>• Work with relevant internal teams and key delivery partners to scope, agree and manage delivery of contractual obligations and where necessary mitigating dissatisfaction with services and or product such that they continue to work with RCOT.</li> <li>• Coordinating cross-organisational delivery of commercial commitments, ensuring contractual obligations are met, sponsor benefits are realised and partners receive a high-quality experience that supports retention and renewal.</li> </ul> <p><i>Compliance</i></p> <ul style="list-style-type: none"> <li>• Ensure business development activity complies with UK GDPR and relevant data protection legislation.</li> <li>• Ensure business development activity complies with Charity Commission requirements and the Code of Fundraising Practice and any other applicable codes, laws or regulations.</li> </ul> <p><i>General</i></p> | <ul style="list-style-type: none"> <li>• Has an enthusiasm to live and model the RCOT values across all areas of work.</li> <li>• Has a demonstrable passion for embedding environmental sustainability principles across all areas of work.</li> <li>• Has the willingness to attend relevant internal and external courses that assist in enabling the effectiveness of this role.</li> <li>• Has the ability to identify appropriate training needs and advocates for continuous improvement both in service but also personal development.</li> </ul> |
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| <ul style="list-style-type: none"> <li>• Facilitate and coordinate operational delivery of RCOT Business Development plan. Bringing plan from ideation into operational delivery and realisation. This includes management of both external and internal stakeholders; fostering collaboration and engagement to ensure RCOT deliver on its obligations and maximise commercial opportunities.</li> <li>• The role will lead and develop the commercial development function.</li> <li>• Facilitate and coordinate operational delivery of the RCOT Business Development plan, working with internal teams to assess capacity, secure resources, agree responsibilities and ensure commercial commitments are achievable and successfully delivered.</li> <li>• Maintain internal systems, processes and policies to ensure the smooth delivery of the income generation strategy, improving them where possible.</li> <li>• Monitor income generation activity against agreed targets using income tracker. Identify trends in over- or under-performance and take timely corrective action to keep delivery on track.</li> <li>• Support staff to develop business plans for new products and services, including clear assumptions, success measures and reporting arrangements for monitoring new activity.</li> <li>• Ensure RCOT's commercial products, pricing, promotion and routes to market are clearly positioned, evidence-based and attractive to appropriate collaborators.</li> <li>• Develop a business development culture across RCOT by helping colleagues identify opportunities, test propositions and understand the commercial and member value of new activity.</li> <li>• Own end-to-end contract negotiations with external parties for all business development supported income, ensuring robust due diligence and adherence to RCOT policies.</li> </ul> |  |
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This role profile outlines the main responsibilities of the role but is not exhaustive. You may also be asked to take on other reasonable duties appropriate to the role.

#### **Your main relationships will be with:**

- Associate Director of Finance, as line manager and Senior Leadership Team lead for the role
- Chief Executive Officer and Deputy Chief Executive Officer
- Senior Leadership Team
- Membership and Engagement directorate and teams
- Practice, Innovation and Advocacy directorate and teams
- RCOT members and volunteers
- Commercial collaborators, suppliers and strategic partners
- External auditors, legal advisers, governance advisers and other relevant professional advisers
- Relevant regulators and external stakeholders

#### **Your main relationships will be with:**

- **You will report to:** Associate Director of Finance
- **Your contract will be:** Permanent

- **You'll work:** Full-time 35 hours, (part time applicants are welcome to apply)
- **You'll be based:** London Bridge but is a hybrid role, working flexibly between home and other environments
- **You'll be paid:** Circa £69k per annum

#### What we will offer you

- **Holiday entitlement** – 26 days paid holiday per annum (pro rata if part-time)
- **Christmas closure** – we're closed over the Christmas period. Additional time will be given to all employees to cover any working days during this period.
- **Pension scheme** – RCOT operates a contributory pension scheme, you are eligible to join this scheme from your date of commencement. Contributions are made on a salary exchange basis and are 6% of gross salary from the employee and 9% from the employer.
- **Life cover** – four times annual salary.
- Free **eyesight testing**.
- Free **Health and wellbeing app**.
- **Flexibility** through a hybrid working model, which offers a blend of home and office-based working, with a minimum of one office day a week.
- **Supportive networks and inclusive team** - we have several colleague networks to

#### Equity, Diversity & Belonging

As a membership organisation, professional body and employer, RCOT is committed to leading innovative change that promotes equity and social justice and builds a sense of belonging for all our staff, members and the populations we serve. Our ambition is to have a diverse workforce that is representative of the communities we serve. We do not only embrace diversity; we celebrate it, nurture it and support our staff to realise their true potential. We are passionate about creating an environment free from discrimination and harassment where people can be their authentic selves. We recognise that each of us is unique, and our definition of diversity goes beyond those defined in equality legislation.

We will We welcome applicants from all backgrounds and are keen to see applications from people with lived experience of disability or long-term health conditions, from minoritised ethnic and LGBTQI+ communities.afford the same standards and principles to people with lived experience.