



## Business Development Officer

**12 months fixed term contract with potential to extend  
Part-time 22.5 hours per week (3 days, flexible working)**

**£28,500 per annum pro rata**

Compass Therapy Support Community (operating as Compass Therapy Centre) is a registered charity established in Edinburgh over 40 years ago. We provide support and therapeutic services including Physiotherapy, Rehabilitation and Hyperbaric Oxygen Therapy to people in Edinburgh and the Lothians who live with neurological conditions.

Where capacity allows, we also provide our services to people dealing with a wide range of other health concerns and proceeds from this activity help fund our charitable initiatives.

### Role Overview

As part of a strategic review, we are looking to expand our neurological service and to maximise our trading income potential to help ensure the future sustainability of the charity so that we can continue to deliver against our charitable objectives.

The Business Development Officer will support these goals by working with the CEO, Board of Trustees and colleagues to:

- Develop and drive a business strategy designed to extend the reach of our neurological service, and increase our income from commercial activity and external funding.
- Identify, research and develop new target markets, working with the team to develop appropriate services, packages, promotional materials and campaigns.
- Develop and maintain relationships with key stakeholders including clients, health professionals, other potential partners and donors.
- Develop effective and consistent messaging about our brand and services
- Monitor, evaluate and report on KPIs and agreed financial targets, making recommendations to the CEO and Board as appropriate.



## Key responsibilities and duties

### 1. Income generation

- To work with the CEO, Board of Trustees and colleagues on the development and delivery of the commercial business strategy.
- To be responsible for identifying and delivering key income streams as outlined in the commercial business strategy to meet agreed financial targets and KPIs.
- To measure and evaluate the success of the commercial business strategy and income generation workstreams.
- To act as the point of contact for Compass Therapy Centre for all commercial/business development enquiries. This includes Health and Social Care Services, condition specific charities in the Third Sector.

### 2. Service Development

- To identify key partners and potential partner opportunities.
- To research and identify new business opportunities, working with others in the team to assess viability.
- To develop and maintain professional relationships with key stakeholders, partners and clients.
- To be responsible for the account management of appropriate partnerships.

### 3. Communication

- To work with others to develop strong, and consistent messaging which reflects Compass Therapy Centre's brand and values.
- To represent Compass Therapy Centre with key partners, current and prospective, creating and delivering effective pitches and presentations.
- To work with others to create a range of printed and digital materials/items to promote Compass Therapy Centre effectively.
- To represent Compass Therapy Centre at external events and to arrange events on behalf of Compass Therapy Centre to promote our brand and services.



#### 4. Reporting

- To establish and maintain management information systems that provide for clear reporting which is easy to understand.
- To create or assist in the drafting of timely and well-informed reports, briefing papers and business cases.
- To advise the CEO and Board of Trustees on commercial developments and the viability of new markets/partnerships.

**Other Duties** These duties are a guide to the work that the post holder will initially be required to undertake. Other duties or a change of duties may be necessary from time to time to support colleagues

#### Competencies

##### Accountability

Takes personal responsibility for the part they play in our organisation, - our mission and values and wider society

##### Client Focus

Keeps the needs of our clients at the heart of activities

##### Personal effectiveness

Consistently role models high standards and good practice

##### Inclusivity

Applies an understanding of equality and diversity to strengthen positive engagement in all our client activities and services

##### Results focused

Maintains commitment to targets and results, striving consistently to achieve them

##### Communications

Helps to provide clear, consistent, and appropriate messages at all levels of our organisations and beyond

##### Motivational Leadership

Actively leads, establishes expectations, accountabilities, purpose, and vision, creating an environment where others can achieve optimal performance



## Knowledge Skills and Experience

### PROFESSIONAL EXPERIENCE

- A minimum of three years' professional experience in a Business Sales / Marketing, or Corporate Communications environment
- Demonstrable experience of delivering against financial targets and other KPIs.
- Experience in a Business Development role in health or charity sectors desirable.

### SPECIAL ABILITIES AND APTITUDES

- Strong written and verbal communication
- Networking, prospecting, and confident public speaking
- Strategic business planning and sales expertise
- Skilled in project management, relationship building, and event organisation
- Experience representing organizations at events
- Proficient in metrics, analytics, and campaign evaluation
- Expertise in using a range of media to further business development objectives.
- Experience in using tools like Canva, Adobe, InDesign, Illustrator, and Photoshop desirable but not essential.

### ATTRIBUTES:

- Friendly, confident, and professional
- Maintains confidentiality
- Strong time management and relationship-building abilities
- Creative, dynamic, and innovative
- Works well under pressure and across teams, with flexibility and cooperation
- Ability to contribute individually, and lead, manage or participate in cross-functional teams