



emmaus
Norfolk & Waveney
working together to end homelessness



Application Pack

Business Development Manager

Because everyone needs a bed and a reason to get out of it

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March 2023

Dear Applicant

Thank you for showing an interest in working for Emmaus Norfolk & Waveney. We are looking for an experienced Business Development Manager to join our awesome team!

The post holder will be responsible for the development of all business activities undertaken by Emmaus Norfolk & Waveney. This mainly involves our charity retail outlets - which will increase in number, but also includes other strands such as our café and assistance scheme initiative with Norfolk County Council. This will also mean the oversight of all logistical processes and associated technology.

We are at a stage of huge development and will be adding further Social Enterprise ventures such as a Bed & Breakfast and relaunching our House Clearance service to further generate income and stock whilst continuing to develop our main site in Ditchingham into a Destination Centre.

All business activities support companions, our residents, to learn new skills, increase their stamina and confidence whilst actively being central to the income generation which enables the community to flourish and develop.

This exciting role would likely suit an individual who has a strong background in charity retail development, social enterprise development or any business development background. You do not need to have a background in catering, but any experience would be helpful.

What is crucial is that you have a sound understanding of business growth and very strong financial management, whilst feeling equally confident on the shop floor refining and developing operating processes. You will also need a good understanding of the legal processes in consumer rights, VAT, Gift Aid, Health and Safety and HR.

You will be responsible for a team of five, 2x Retail Coordinators, Café Manager, Driver/Installer for the assistance framework, Finance and Admin Assistant, with direct line management of two staff and this will grow over time. It is therefore essential you have excellent leadership skills to enable your team to thrive and develop. You will also be working alongside companions, who form the bulk of your workforce, so it is absolutely critical that you are able to quickly grasp both the potential and limitations of working with individuals with diverse needs and varied ability.

The income generated through our social enterprise sustains our community and this is essential for us to increase surplus income and more opportunities for companions. You will need to be confident in developing business plans and cash flow forecasts, managing budgets and preparing papers/reports for the Board of trustees.

The Successful post holder will be directly managed by the CEO and will work very closely with her and the two existing senior managers - Community Development Manager and Site Development Manager, as well as our Marketing, Events and Comms Coordinator.

There will be strong support for this post holder here as well as from the wider Emmaus network, such as the federation business committee. You will have access to support from the EUK Business support Managers who are excellent and there to assist.

If you have proven retail business development ability, vast amounts of creativity and flair, great communication skills and experience of training and supporting people from a range of backgrounds and a positive "CAN DO" attitude we would LOVE to hear from you! You will be joining a very friendly and enthusiastic team who are passionate about what they do and a charity as a really exciting time.

However, this is a working environment like no other, so please do some serious background reading before applying and visiting the Ditchingham site if you haven't already.

For the right candidate moving to pursue this role we might be able to offer a live in package.

If you would like to arrange an informal discussion about the role, please email cecileroberts@emmausnw.org

Kind Regards

Cecile Roberts

CEO Emmaus Norfolk & Waveney



About Emmaus



Our vision

A world in which everyone has a home and a sense of belonging

Emmaus is a homelessness charity with a difference. We don't just give people a bed for the night; we offer a home, meaningful work and a sense of belonging.

For many people who have experienced homelessness, losing their self-esteem can be the most damaging part of their experience. Being on your own, with no support around you can be soul destroying, leaving you feeling worthless.

Finding your way out of that situation isn't easy, particularly when the only options available are temporary fixes, offering a bed for the night but little to occupy your days.

Emmaus is different because it provides a home for as long as someone needs it, in an Emmaus community. This gives people the opportunity to take stock of their lives, deal with any issues they might have, and often re-establish relationships with loved ones.

“Companion” is the name given to those who live in an Emmaus community and work in the social enterprise, where they support themselves and one another. There are currently over 850 companions living at 29 Emmaus communities across the UK.

Rather than relying on benefits, Emmaus uses social enterprise to generate revenue that pays for companions' home, food and upkeep, as well as support with wellbeing. This is key to restoring feelings of self-worth, showing Companions that their actions make a real difference, both to their own life, and the lives of others.

How it works

Unlike a lot of provision for homeless people, Emmaus communities offer a home for as long as someone needs it. This includes a room of their own, food, clothing and a small monthly allowance as well as money into a savings pot.

In return, we ask:

- That Companions work (volunteer) for 40 hours per week, or give as much time as they are able, in the community's social enterprises.
- That they behave in a respectful way towards one another.
- That no alcohol or illegal drugs are used on the premises.
- That they sign off all benefits, with the exception of housing benefit.



Meet Eamon

"I'm now in the kitchen every day doing what I love – cooking for the community. To me, it isn't a job, it is something I enjoy and if I can give back to the community by giving them really good food then that's all that matters. I'm hoping to eventually train other people on cooking properly – if they are going to move on from Emmaus then they need to know how to cook a meal or two."

Read Eamon's
full story here



Our impact

Emmaus doesn't only have a significant impact on the lives of people who have experienced homelessness and social exclusion, it also brings wider social and economic benefits.

Research carried out in 2012 found that for every £1 invested in an established Emmaus community, £11 is generated in social, environmental and economic returns.

The benefits included:

- Keeping people out of hospital, and helping them to be safe and well, saved the Department of Health £1,478,506 for NHS and emergency service costs;
- Emmaus saved local government £2,447,612 which would have been spent on hostel accommodation, drug and alcohol services and landfill;
- Keeping people in work and out of prison saved the Ministry of Justice £778,435.

The report found that Emmaus communities successfully provide a place for people in vulnerable housing situations to rebuild their lives by offering them meaningful work and support. Significant benefits were linked to substantial improvements in companions' physical and mental health, including reductions in substance misuse.

Did you know?

For every £1 spent
with Emmaus, £11 is
generated in social benefits



Read more about Emmaus
Norfolk & Waveney here





Business Development Manager

Job Description

Job Title

Business Development
Manager

Reports to

CEO

Location

Ditchingham, Bungay

Overall Purpose of the job

To maximise sales and income by developing existing and new social enterprises and business ventures. To ensure all processes relating to the scope of the role are efficient and effective and in line with legislation. To increase footfall and sales by adding interest/diversity to the current offer.

Accountabilities

Operational Management

- To work with the Retail team to oversee the processes for collections, storage, stock control, pricing, display, sales and deliveries of donations and to ensure smooth, efficient and profitable operations that utilise companion, volunteer and staff skills
- To oversee the processes of upcycling and repurposing and creation of bespoke furniture and household items
- To oversee waste management of donations, maximising the value of donations and diversion of waste from landfill
- Support the Marketing, Events & Comms Coordinator to implement a year-round calendar of events and activities which add interest and further income, driving footfall and developing our site into a destination venue
- To oversee the Retail team in the selling of all donations and to demonstrate competence in displaying, pricing and selling in all these areas
- To work with the Café Manager to ensure pricing, process are ensuring maximum potential in terms of profit and footfall and that all processes meet current legislation
- To work with the Finance Administrator, Treasurer and accountants to ensure management systems are correctly in place and to contribute to the budget setting each financial year
- Management and overseeing of all fleet business vehicles



Business Development

- To support the Community to achieve self-sufficiency through facilitating feasibility studies and opening suitable new income generating business operations where appropriate
- Work with the Regionals Comms officer to develop and implement marketing plans including social media marketing and events across Norfolk and Waveney to increase donations and sales
- To maximise sales through online trading platforms where appropriate
- To create partnerships with artisans, creative arts organisations and other businesses to diversify the site offer
- To collaborate with corporate partners to generate donations and to elicit support

People Management

- To manage a growing team effectively and draw the best out of the existing staff team
- To carry out required quarterly supervisions with all line managed staff
- To work in a positive manner with Companions alongside the Community team, undergoing any training in order to carry out effective interventions
- To work effectively with the wider team to ensure cohesive working
- To work in a manner that is transparent and non-defensive

Financial Management

- To work with the director and take ownership of the development of business plans of retail sites and other social enterprise businesses to ensure profitability
- To contribute and report on monthly actual financials to budget in order that budget is achieved and if there are any deviances, remedial action can swiftly be taken
- To line manage the Finance administrator to ensure financial systems are running properly and effectively in line with what is set out by the treasurer and Board of trustees
- To take responsibility for all reporting and financial framework relating to our partnership with Norfolk County Council and any future relationships
- To ensure the current logistics / till system is used to its maximum potential capturing gift aid and working with the app developers to ensure further growth alongside our developments

General

- To ensure activities meet with and integrate with organisational requirements for quality management, health and safety, legal and statutory requirements retail law, policies and general duty of care and professional boundaries
- To be flexible and willing to carry out any reasonable duties needed to assist the community and business operations, including holiday/sickness cover and weekend events
- Participation in and delivery of, team meetings, 1:1's and appraisals
- To understand and work in accordance with the principles of Emmaus International and uphold its values and ethos



Person Specification

- Equal measures of creativity and business acumen
- Essential to have Retail Management experience
- Desirable to have experience of managing charity retail stores and managing volunteers
- Essential to have experience of using online sale platforms to maximise donation value
- Full understanding of retail Gift Aid administration, process and legalities
- Ability to coordinate and deliver events, street trading and pop up shops/stalls
- Experience of budgeting and managing the profit and loss to achieve profit levels
- Excellent customer service skills
- High level marketing experience
- Essential to have Merchandising and Sales skills
- Experience of coaching, team building and motivating others
- Desirable to have experience of stock control and logistics management
- Experience in maintaining professional boundaries
- Strong financial management experience

Personal Characteristics

- Artistic flair and creativity
- Excellent networker and partnership builder
- Flexible and adaptable to meet the needs of the community and business
- An understanding of and belief in equality
- Effective communication skills - including written, verbal, listening skills
- Enthusiastic with a 'can do' attitude
- Has the ability to interpret complex situations/problems and identify solutions which meet individual and organisational needs
- Able to answer people's concerns 'on their feet'
- Has an understanding of and empathy for in the work of Emmaus, and an ability to uphold Emmaus's values
- Strong emotional resilience and able to identify when external support is needed for self and others

Other Core Competencies

- Able to consistently communicate team and individual performance in the context of wider business performance, companion welfare and Emmaus values
- Ability to ensure that companions, customers and colleagues feel their views and opinions are heard and respected

Emmaus Package

- Salary of £40,000 per annum
- Working Hours – full time hours are 40 hours per week, a 5-day week over Tuesday to Sunday
- Flexible Working – Options available, subject to the requirements of individual roles
- Annual Leave – 25 days per annum, plus bank holidays
- Pension – Stakeholder pension
- Training & Development – Individually tailored induction, training and development
- Employee Assistance – a 24/7 employee assistance scheme is available

To Apply

To apply please send your CV in a word file format or.pdf, with a supporting statement on no more than two sides of A4, by email to joandrews@emmausnw.org by close of business 5th April 2023

Those shortlisted will be invited to an initial first interview to be held on 12th and 13th April.

Safeguarding & Right of Work

The role will involve working with companions and in the community, then the role will need to have a Disclosure and Barring Service (DBS) check carried out. This is to check the criminal records and that the person is not barred from working with 'adults at risk'. Some companions can be classed as adults at risk. An adult at risk is anyone that has one or more of the following:

- Does not understand certain decisions or transactions
- Are unaware of their rights or how to complain
- Have communication difficulties
- Have limited life experiences
- Are socially isolated
- Have low self esteem
- Are dependent on others for their basic needs

The additional details form is needed to check any previous convictions. After interviews, the successful candidate will need to provide evidence of right to work in the UK and complete a DBS check.

Contact



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www.emmaus.org.uk/norfolk-waveney



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Charity Number: 1136584

Company Number: 7276977
