

**Job Profile and Person Specification
Head of Enterprise and Development**

Job Purpose: To lead the growth of BALTIC's income generation enterprises, including identifying fundraising, individual giving, sponsorship and commercial opportunities and maximising profitability through an innovative approach and an entrepreneurial attitude.

Key Outputs and Accountabilities

To lead research and development and contribute to a strategic business plan, by the delivery of an action plan that drives fundraising, commercial partnerships, scale and reputation of development operations, including fundraising, individual giving, sponsorship, corporate social responsibility, brand partnerships, hospitality and digital.

To lead agreed income generation targets annually.

To join the Strategic Leadership Team of Baltic and ensure income generation opportunities and risks are represented to ensure the organisation's long-term financial viability.

To secure partnerships and enterprise initiatives to improve performance, drive down costs, improve margins, extend reach and relevance as well as continuously enhance levels of satisfaction with engagement.

To lead your team to effectively develop and motivate a shared commitment to delivering high levels of service, performance and return on investment.

To lead forecasting, monitoring and reporting on key income generation performance indicators, and to budget, monitor and control costs.

To observe and serve the BALTIC's overall brand mission, vision and values.

To strategically inform the CRM and data capture policies to identify present opportunities and to guide and inform marketing performance.

To work with the Communications Team to oversee the creation and execution of all promotional activities relating to the BALTIC campaigns and brands. To build a story-telling approach and increase knowledge of and allegiance.

To maintain awareness of sector trends and to seek and continuously develop intelligence to benefit performance.

To lead on identifying and servicing commercial partnerships and ensuring that contractual agreements are secured.

To ensure collaboration between departments on trust and foundation and individual giving fundraising.

Person Specification

Essential

Commitment to the mission, vision and values of BALTIC.

Strategic and entrepreneurial thinker developing and driving new opportunities which are creative and realistic

Ability to set and live out exceptional standards to inspire teams and recruit partners.

Substantial relevant experience, gained in a large cultural and commercial organisation/s.

Knowledge of fundraising and individual giving escalation and retention.

A passion for developing talent, developing yourself and others. Excellent and extensive people management experience.

Extensive knowledge and understanding of current best practice.

A successful track record in leading development role in comparable and relevant activities, demonstrating outstanding commercial acumen, and ability to achieve business growth and secure major gifts/sponsorship.

Excellent financial management skills, including extensive experience of managing substantial and diverse resources.

Outstanding organisational skills. Staff training and development skills.

<p>Ensure financial management systems are in place for your teams and work with the Finance Team to ensure robust systems and processes are in place</p> <p>Create reports and attend Board meetings when appropriate.</p> <p>Work with colleagues across the organisation to ensure that all aspects of income generation plans are sustainable and have environmental impact factored in with carbon considered.</p> <p>Act as an ambassador for Baltic and be passionate about the purpose of the organisation.</p> <p>Ensure compliance with all policies, procedures, financial regulations, and audit management processes.</p>	<p>An understanding of and appreciation for contemporary visual art.</p> <p><u>Desirable</u></p> <p>Capital and Endowment Fundraising experience</p> <p>Demonstrable success and a high level of entrepreneurial acumen, and creative flair.</p> <p>Experience in setting commercial pricing, retention, loyalty and revenue management.</p>
<p>Reports to: Director of Enterprise and Public Value Direct reports: Head of Trading, Development Manager Pay Band: B</p>	<p>Good IT skills.</p> <p>Experience of CRM systems</p> <p>An understanding of health and safety in relation to visitor and employee safe working, and commercial activity associated legislation</p>