



# Business Development and CRM Manager

Bristol, UK

# About Development Initiatives

Development Initiatives applies the power of data and evidence to build sustainable solutions.

Our mission is to work closely with partners to ensure data-driven evidence and analysis are used effectively in policy and practice to end poverty, reduce inequality and increase resilience.

While data alone cannot bring about a better world, it is vital to achieving it. Data has the power to unlock insight, shine a light on progress and empower people to increase accountability.

We focus on three core areas to maximise our impact and achieve our mission:

- Strengthen data ecosystems and improve data quality by helping others to collect, share and manage data and use data responsibly and effectively
- Increase use of high-quality, actionable and data-driven analysis that can be used in policy and practice
- Create a culture of data use by growing people's skills, expertise and confidence in data.

And we support partners to:

- Better respond to people's needs through improved quality and use of data and evidence in policymaking
- Improve the quantity, quality and coherence of public finance and private investment
- Challenge systemic and structural barriers to equity and support the reform of existing systems.

We work at global, national and local levels, through a global hub connected to a growing network of regional hubs and partners. In the last five years alone our work has covered 78 countries and we currently have staff based in Kenya, Uganda, the US and the UK.

# Business Development and CRM Manager

## Role content and purpose

The Development Team coordinates our business development and income generation. This covers grant fundraising and donor outreach with donors for the not-for-profit side of the organisation, and client and corporate outreach and market engagement for our for-profit arm, DI International Ltd (DII).

Reporting to the Head of Business Development, the postholder will be comfortable working in a data-driven environment and have a passion for business development and customer relationship management (CRM).

The postholder will be responsible for two key priority areas:

1. Leading on the business management and growth of our for-profit consultancy, DII.
2. Leading on the management of the CRM (HubSpot), the postholder will need to be a skilled marketer, possess financial acumen, have great data and analytical skills and be an excellent communicator with strong relationship management skills to enable us to deliver successful, profitable and reputable projects in line with our strategy.

## Contractual details

Start date:	As soon as possible
Length:	Permanent
Location:	DI's Bristol office at First Floor Centre, The Quorum, Bond Street South, Bristol, BS1 3AE, UK. We are experimenting with a blended approach to home and office working and so are flexible on your location, provided that you are based within the UK and can visit our offices in Bristol on a regular basis.
Career level:	3
Salary:	£38,000–£42,000 per annum, depending on experience
Hours:	35 hours a week
Probation:	3 months
Leave:	25 days pro rata, plus all bank/public holidays

## **Duties and responsibilities**

### **Finance management**

- Work with the Head of Finance to develop and manage the DII business budget and support them in the forecasting process by supplying insights into income pipeline
- Work closely with the Head of Finance on rates to be used for all new bids
- Work with other members of the Development Team to collapse the for-profit and the not-for-profit into one coordinated income group and implement DI's income generation approach
- Assess value for money and make recommendations for improvement

### **Business management, compliance and process**

- Lead on the development and submission of commercial bids
- Oversee the bid development process, onboarding of new partners and consultants
- Perform due diligence process for partners and consultants
- Complete Board reporting for CEO report, the organisational dashboard and KPIs
- Review contracts for commercial consulting work, supplying information for key internal stakeholders
- Coordinate the presentation of commercial opportunities at the New Opportunities working group
- Consult with the Head of Programme and Project Management to find and manage consultants relevant to business needs
- Keep abreast of any regulatory changes in compliance and provide support to ensure sound risk management of bid development
- Hold regular meetings with key internal stakeholders

### **CRM/client management**

- Ensure the CRM is tracking pipeline on both grants and commercial contracts
- Work closely with others on brand and quality, helping build strong client relationships and ensure our services are marketed and are generating new business
- Roll out regular CRM training and embed CRM best practice
- Conduct data quality checks and ensure the CRM is updated by others, championing a culture of quality and innovation on the use of the CRM
- Conduct client surveys and quarterly reports
- Identify and secure partnerships, opportunities and calls for bids to generate revenue
- Find and maintain new contacts and networks and develop key strategic consultancy partnerships, representing DI externally where necessary
- Provide quality assurance for all DII bids and sign off new opportunities based on commercial and strategic criteria

## General responsibilities

- Be aware of and take personal responsibility for any health and safety issues and obligations
- Uphold all aspects of company policies and procedures and legal requirements in relation to personal conduct
- Maintain personal professional development and personal development plans
- Be willing and committed to take on new work as and when required and to be proactive.

No job description or role profile can encompass all tasks and duties that may be required, and we will expect the postholder to perform other duties and tasks from time to time that are broadly consistent with those in this document.

## Person specification

### Experience

#### *Essential*

- Marketing, CRM and data planning
- Contract and stakeholder management
- Developing and overseeing intelligence gathering
- Monitoring and delivering upon KPIs and business objectives
- Budgeting and financial reporting

#### *Desirable*

- Project management experience
- Proven experience of bidding and winning sizeable income

### Knowledge

#### *Essential*

- Strong knowledge of MS Office 365
- Experience with HubSpot preferred but CRM knowledge necessary
- Good understanding of risk management and control

#### *Desirable*

- Sector knowledge

### Skills and abilities

#### *Essential*

- Outstanding communication and people skills
- Excellent organisational skills
- Collaborative approach to work
- Strong networking and influencing skills
- Tenacity and drive to seek new business and meet targets
- Strong decision-making and critical thinking skills
- Compliance and data analytical skills

## Education

### *Essential*

- Relevant subject area qualification (e.g. economics, international relations, marketing, business studies)

### *Desirable*

- Degree in business development or business management

## Application details

Your CV (ideally no more than two pages) and covering letter, which should detail your skills and evidence of experience and how it relates to the role profile, should be uploaded onto our [online application portal](#). Your letter should also include your salary expectations, notice period/available start date and where you saw the job advert.

Early applications are highly encouraged; we will be reviewing submissions as they arrive, and interviews will be held periodically. As we are recruiting on a rolling basis, we reserve the right to end recruitment without notice.

## Other

We welcome applications from all sections of the community.

We have a duty to prevent illegal working by checking potential employees' documents, before employing them, to ensure they have the right to work in the country in which this post is based.

Development Initiatives is an equal opportunities employer, and in line with our policies, we aim to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion, ethnic or national origin, age, gender, marital status, sexual orientation or disability.

We find it helpful for all applicants to complete our Diversity Monitoring Form, found on our website at: <http://devinit.org/working-with-us/vacancies/>

## Working together

“People are our greatest asset” – it’s a well-used saying, but at Development Initiatives, it really is true.

We acknowledge that we work in an environment where the pace is often fast, and we need our people to be able to respond swiftly and creatively to new situations and demands, so it makes sense that the better our employees are, the more effective we will be. For this reason, we work hard to create an environment that meets everyone’s needs.

In line with our values (people-centred, purpose-driven and transparent), we aim for a culture of honesty and openness and want to attract and retain talented people who share our vision. We also like to offer individuals the space to use their talents in an innovative working environment with colleagues who are passionate about our vision.

	UK	US	East Africa
Informal work environment (e.g. casual dress)	✓	✓	✓
Pension scheme with 5% employer contribution	✓		✓
Flexible working arrangements (e.g. homeworking, flexitime)	✓	✓	✓
Healthcare scheme with employee assistance programme	✓		
Medical Insurance		✓	✓
Paid study leave and financial support	✓	✓	✓
Paid professional membership fees	✓	✓	✓
Buy/sell holiday scheme	✓	✓	✓
Cycle to work scheme	✓		
Enhanced holiday entitlement, plus all bank and public holidays and discretionary paid time off at Christmas	✓	✓	✓
Up to five days’ paid volunteering leave (addressing poverty/helping vulnerable people)	✓	✓	✓

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Development Initiatives (DI) is a global organisation harnessing the power of data and evidence to end poverty, reduce inequality and increase resilience.

We deliver trusted and actionable insights for decision-makers and partners based on what available data can tell us. We increase data use by growing people's skills, expertise and confidence in data and showing how data can drive better outcomes. And we improve what data is available by helping others to collect, share, manage and use data responsibly and effectively.

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Contact  
Connie Fitzgerald  
Human Resources Officer  
[Connie.Bryant@devinit.org](mailto:Connie.Bryant@devinit.org)

To find out more about our work visit:

[www.devinit.org](http://www.devinit.org)

Twitter: @devinitorg

Email: [info@devinit.org](mailto:info@devinit.org)

Development Initiatives is the trading name of Development Initiatives Poverty Research Ltd, registered in England and Wales, Company No. 06368740, and DI International Ltd, registered in England and Wales, Company No. 5802543. Registered Office: First Floor Centre, The Quorum, Bond Street South, Bristol, BS1 3AE, UK.

#### **GLOBAL HUB**

Development Initiatives  
First Floor Centre, The Quorum  
Bond Street South  
Bristol  
BS1 3AE, UK  
+44 (0) 1179 272 505

#### **EAST AFRICA HUB**

Development Initiatives  
Shelter Afrique Building  
4th Floor, Mamlaka Road  
Nairobi, Kenya  
PO Box 102802-00101  
+254 (0) 20 272 5346

#### **AMERICAS HUB**

Development Initiatives  
1100 13th Street, NW  
Suite 800, Washington DC  
20005, US