



early years nutrition  
partnership


## WE'RE HIRING A HEAD OF BUSINESS DEVELOPMENT!

As a growing business, EYN Partnership is looking for a highly competent Head of Business Development who is looking for a challenge.

You will be responsible for generating sales and income to assure the profitable and sustainable growth of EYN Partnership.

The successful candidate will have a proven track record of generating new business and growing revenue. You will be adept at working under pressure and, importantly, be able to deliver at speed.

 **London (flexible)**

 **12 month  
contract**

 **Circa £55,000**



## ABOUT EYN PARTNERSHIP



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### OUR VISION

Bringing young children brighter futures through better nutrition.



### OUR MISSION

To improve the future outcomes of young children by setting a standard for nutrition practice in early years settings.



### OUR GOAL

Every child in England aged under five will have access to expert nutrition support within their early years setting in the future.

### OUR VALUES

We are:

- ✓ Child Focused
- ✓ Community oriented
- ✓ Expert and personalised
- ✓ Collaborative
- ✓ Ambitious and innovative
- ✓ Transparent

## WHO WE ARE

The Early Years Nutrition Partnership (EYN Partnership) is working to improve the future health outcomes of young children by improving nutrition practice in early years settings, through delivery of accreditation against a Quality Mark and nutrition training.

EYN Partnership is an independent social enterprise, created in partnership with the Early Years Alliance, the British Nutrition Foundation and Danone Early Life Nutrition, with start-up funding from the Danone Ecosystem fund.

Our unique approach is the bespoke and tailored nutrition support provided to early years settings by our network of self-employed Registered Nutrition Professionals (RNPs), who operate on a consultancy basis to deliver services.

At EYN Partnership's core are 2 central staff members, 3 expert partner organisations and EYN Partnership's Board (who meet quarterly), providing skills, knowledge, time and resources.

# THE MISSION

## **Business Development:**

Deliver the sales, marketing and customer account management activities of EYN Partnership:

- Create and implement a sales strategy and detailed sales plans (3 month and 12 month plans) to drive income and growth of EYN Partnership.
- Set clear targets and KPIs for sales and marketing, to meet and exceed agreed budgets.
- Develop new business opportunities and markets for EYN Partnership within the early years sector, demonstrating clear results within 3 months.
- Monitor and report results to the Board
- Work closely with the Nutrition Development Manager to develop, manage and maintain relationships with existing and new early years settings, generating new business relationships.
- Instigate market research (within 3 months) to support new business opportunities.
- Work closely with the Nutrition Development Manager to propose and develop new products and services for EYN Partnership that contribute to the social aims of the company.
- Foster a team-based culture, ensuring positive interactions across the Partnership, with early years settings and with other external collaborators.
- Responsible for own work planning against objectives set in agreement with the Board.

**CONTINUED OVERLEAF**

# THE MISSION CONT.

## **Marketing and new product and services development:**

- Build, develop and implement a marketing strategy for EYNP.
- Lead existing marketing activities and identify new opportunities for marketing including direct mail, email marketing, web & social media -based marketing, early years events and advertising.
- Undertake competitor analysis and market research in conjunction with the Nutrition Development Manager.
- Work closely with the Nutrition Development to Manager organise proof of concept projects and test new products and services in market

## **Communication and information**

- Report to and meet with Management Team and/or Board Director at a minimum of once per month, providing written and verbal reports on sales and marketing targets and KPIs, and activities undertaken.
- Develop and subsequently maintain a CRM database of existing and new business relations.
- Manage the annual early years settings renewals process, ensuring on-target retention of existing early years settings.

## **Financial Management and Staffing**

- Work with the Management Team and Board to ensure effective financial and account management.
- Line management responsibility for the sales elements of the Administration and Finance Manager role.
- Provide monthly financial results, forecasts and other KPIs for sales and marketing to ensure robust financial health of EYN Partnership.

## **Other**

- Comply with relevant policies and procedures, completing documents required by the company policies and procedures.
- Undertake additional tasks and responsibilities as may be reasonably expected of the role.

# ABOUT YOU

## **Personal profile**

You are adaptable, capable of learning as you go and driven by a desire to make an impact in your work.

You display an openness and curiosity to understanding customers' needs and constraints, have strong networking skills, and can be trusted by those you engage with.

## **Person specification**

Essential:

- Proven track record of generating new business and growing revenue, consistently hitting KPIs.
- Results and solution orientated
- Demonstrates adaptability in the face of challenges
- Strong communication, negotiation and interpersonal skills across all levels of interactions
- Efficient time management, both for self and within teams
- Experience of managing databases and CRM systems
- Experience of project management

Desirable:

- Experience of sales or marketing within early years, education or food/nutrition business.

# HOW TO APPLY

Applications for the role should be made by email to [hello@eynpartnership.org](mailto:hello@eynpartnership.org) with the subject header 'Head of Business Development application'. You are strongly encouraged to discuss the role with Annie Denny, Nutrition Development Manager before submitting an application. Email [hello@eynpartnership.org](mailto:hello@eynpartnership.org) to arrange a telephone call.

Applications should include all of the following in PDF format:

- 1- Covering Letter: Specifically highlighting how your experience meets that required and what you will bring to the business to lead it to success in 2019**
- 2- An up to date CV, including contact details**
- 3- An initial business case, using publicly available information and your own research, for how and where EYNP could grow revenue from July-December 2019**

Applications which don't provide all of the above will not be reviewed

The closing date for applications is **Monday 22nd April**. However, applications will be reviewed on an ongoing basis and may close early, so early applications are encouraged.

**Interview Process:** Successful applicants will be contacted for an informal telephone interview by a member of the management team, after which they will be required to submit a full business case presentation (based on accurate financial data shared with you) for review by the board of directors. Selected candidates will then be called to interview with the Chair of the EYNP Board.