

# **Business Development and Community Partnerships Manager**

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## **Candidate Pack**

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# 1. CEO's Welcome

Dear Candidate,

Thank you for your interest in applying to join our organisation. This is an exciting role in a small team with hugely ambitious growth plans in the coming years.

This role will be at the heart of achieving our vision of a world where every child has equal opportunity to unlock their full potential through learning beyond the classroom.

Established in 2007, we work with children to ignite their passion for learning, to raise their aspirations and to build their self-confidence, breaking the cycle of low expectations which prevents many children from experiencing success. Children's University Trust is a dynamic organisation, with a small staff team and a large reach, achieving impact and creating opportunity.

We work with a wide range of organisations at local, national, and international level; one of our strengths is that Children's University centres reflect their local context and can maximise the benefits from existing partnership arrangements, as well as act as a catalyst for new and exciting collaborations. All our local Children's University managers are employed by our partner organisations and choose to work with the Children's University Trust as a vehicle for achieving some of their own organisation's priorities. Our organisation has achieved much, providing opportunities to ensure that every child has equal opportunity to unlock their full potential through learning beyond the classroom.

We are looking for an exceptional candidate with the drive, passion, and energy to take us through our next phase of growth, identifying new opportunities, building meaningful relationships, and helping us scale our reach across the UK.

We look forward to hearing from you.



**Sonjia Peers**  
**CEO Children's University**

## 2. Vision and Values

### Our vision

A world where every child has equal opportunity to unlock their full potential through learning beyond the classroom.

### Our mission

- To inspire all children to love learning beyond the classroom
- To remove barriers to learning beyond the classroom making it accessible to all
- To engage children, their families and community in learning beyond the classroom, in and out of school, at home and online.

### Our outcomes for children

We want every child to feel:

- That learning can be fun, aspirational, and lifelong
- They have enjoyed a range of new learning experiences and are motivated to keep learning in different ways
- They have grown in confidence and self-belief
- They have a broader range of essential skills in line with the Skills Builder Framework
- They are empowered to make positive choices about their future
- They can better cope with the challenges that life throws at them.

### Our values

We are:

- **Inclusive**
  - We believe all children can participate and enjoy the benefits of what we offer
- **Collaborative**
  - By collaborating with those who share our Vision, we know we can achieve more for all children
- **Responsive**
  - We listen and learn from what children, families, educators, and other experts tell us
- **Agile**
  - We adapt to changing needs and anticipate opportunities and challenges, ensuring we always focus on our Vision

## 3. About Us

Children's University Trust is a charity that encourages, tracks, and celebrates learning beyond the classroom. With children spending just 9% of their waking life inside a classroom by the time they turn 18, we know that the remaining 91% of time holds unlimited potential for life-changing experiences, skills development, and social mobility.

“Learning beyond the classroom” is the term we use to describe participation in any structured learning activities outside of formal curriculum time. This is inclusive of school-based enrichment and extra-curricular activities, as well as those activities that take place outside of schools and are run by organisations and individuals with no links to formal education. Children's University is a unique framework that ties all this together and offers children, schools, families, and our delivery partners, a chance to record the impact that can be had by harnessing the potential in the time beyond the classroom.

### The need

Research shows that participation in extra-curricular activities can positively impact on attainment, increase a pupil's positive identification with school, and build self-confidence and resilience. Research also shows that children who do not have access to these opportunities fall behind, lack confidence, and fail to develop career aspirations. The resulting attainment gap is so significant that 25% of children from the most disadvantaged backgrounds achieve below expected attainment levels.

In our post-Covid world, and a significant cost-of-living crisis, more barriers than ever are stopping children from accessing opportunities for learning beyond the classroom. Research from the Sutton Trust, for example, shows that 53% of primary school leaders have cut expenditure on trips and outings and 27% have cut sports and other extracurricular activities. While we know that what we do makes a difference, the need for Children's University is greater now than ever.

### How we work

Children's University offers a framework for encouraging, tracking, and celebrating children's participation in structured learning beyond the classroom. Stamps are awarded to participants for taking part in clubs, online activities, and other activities done alone, or with the family, at home and in the local area. Children can keep a log of everything they do, and each hour of participation takes them one step closer to their next certificate.

While historically run as a traditional paper-based scheme, in 2019 we launched Children's University Online (CUO). Embracing digital technology was the only way we could robustly capture the breadth of evidence of our impact and get a real-time picture of provision and

participation in informal learning.

## Children's University in 2 minutes

Click here to get a 2-minute animated introduction to how Children's University works:

<https://www.youtube.com/watch?v=fsotHTn7xqg>

## The difference we make

Children who participate in Children's University have the opportunity to learn in a rich range of contexts, experience new places, and visit universities where many attend their own graduation ceremonies. This adventure introduces children to the joy of learning, brings a sense of wonder in the world around them and develops their confidence and aspirations for the brightest futures. We know what we do works and has an incredible impact on the lives of children.

In 2017, The Education Endowment Foundation (EEF) published an evaluation of Children's University. Their research found that Children participating in Children's University made two months additional progress in maths and reading. For those on Free School Meals this was three months. Since then, EEF listed Children's University as one of just 18 promising projects.

For more about the difference we make and for additional impact reports from Nesta and the University of Sussex, Sheffield City Council, The University of Wolverhampton and more, visit: <https://www.childrensuniversity.co.uk/evidence>

Since 2021 Children's University has published an annual *State of the Nation* report, sharing insights into the state of learning beyond the classroom based on data from our digital platform, Children's University Online (CUO).

Everything we know from CUO is collated visually alongside all we know about why learning beyond the classroom matters. Our most recent 2024 reports were informed by data from:

- 106,000 children
- 25,000+ activities
- 500,000+ hours of recorded participation.

Read more: <https://www.childrensuniversity.co.uk/stateofthenation>

## 4. Job Description

Job title:	Business Development Manager
Reports into:	Chief Executive Officer
Hours per week:	22 hours
Holiday entitlement:	27 days plus statutory and any discretionary holidays pro rata
Remuneration:	35k, pro rata plus 5% employer pension contributions
Location:	Home based with some national travel

### Job purpose:

To lead in the development and implementation of vision-focused, financially viable and sustainable business development strategies and plans across three main areas:

- **Place-based Children's University Memberships**, for activities to be delivered by educational institutions, public sector or third sector organisations.
- **Individual Children's University Subscription Memberships**, focusing on areas not served by the Place-based membership coverage and for children and young people who are not in traditional education.
- **Business Community Partnerships** (corporates or SMEs) that secure financial and other in-kind support.

### Principal duties and responsibilities to include:

1. Develop and implement a knowledge-led and data-driven business development and engagement strategy to achieve annual revenue targets across all 3 growth areas. - Identifying, researching, engaging and cultivating inclusive and innovative opportunities to expand Childrens University delivery, especially in priority areas identified in our strategic plan.
2. Develop a pipeline of businesses and donors to support our work at Childrens University.

3. Conduct consistent, proactive New Business creation activity via networks and cold approaches, including the oversight of prospecting and marketing mapping activity for all business development areas.
4. Manage the new membership and subscriber cycles from initial contact, negotiation and finalization of joining us including the onboarding process.
5. Develop and implement plans to engage, explore and collaborate with key stakeholders leading to new partnership opportunities - Individuals, business community partners, national learning destinations.
6. Manage and hold responsibility for all relationship management including stewardship, maintaining information and insight relating to existing and new members, subscribers and community and business partners.
7. Track and analyse data linked to business development areas, to effectively measure and monitor performance, manage new membership / subscription pipelines and identify areas for improvement.
8. Prepare regular reports occasionally presenting to the Board of Trustees on progress and outcomes for target growth areas.
9. Seek out and attend networking events, conferences, public forums and community events to raise the profile of Childrens University, promote and engage new members / subscribers and establish new strategic partnerships.
10. Co-ordinate tactical activities to engage new audiences, i.e. webinars and conferences and via social media platforms. Develop and deliver compelling presentations tailored to the audience.
11. Collaborate with colleagues to ensure a cohesive and consistent approach is applied in the production of marketing, publication materials, and the promotion of Childrens University and our offer.
12. Collaborate with colleagues to monitor existing membership / subscription activity and performance, proactively identifying those who may need support and assistance to retain membership.
13. Collaborate with colleagues to build, maintain and facilitate strong relationships across the membership and subscription communities hosting virtual and face-to-face meetings and activities to share best practice, resources, and innovations, fostering a collaborative and community-based approach.
14. To carry out any other duties as requested to support the work of the Children's University Trust commensurate with the grade and level of responsibility of the post.

All employees are expected to comply with Children's University health and safety, equal opportunities and financial management policies and operational procedures.

## **Special requirements:**

- Travel as required for the role.
- Currently we are operating a working from home arrangement with occasional days meeting as a team in Manchester.
- The postholder may be required to undertake any other duties which may be required within the nature of the duties and responsibilities of the post as defined.

The postholder may be required to undertake any other duties which may be reasonably required within the nature of the duties and responsibilities of the post as defined.



## 5. Person Specification

- Demonstrable track record of success, from any sector or industry, in partnership development and income generation.
- Lived experience or evident empathy, understanding and passion for improving the lives of children and young people.
- Ability to demonstrate self-motivation required to be a driven, productive and effective home-based staff member.
- Excellent presentation, interpersonal, influencing and negotiating skills, representing the charity in a range of settings and to a range of audiences.
- Excellent communication, writing and interpersonal skills, displaying a commitment to excellence and careful attention to detail.
- Strong analytical and problem-solving abilities.
- Ability to work independently and as part of a team.
- Understanding of the education and enrichment sector and its needs (desirable.)
- Proven experience in income/revenue generation, new business sales, preferably within the nonprofit sector.
- Target driven with an ability to think strategically and develop and implement compelling fundraising strategies.
- Strong organisational and project management skills.
- Proficiency in data collection software, CRM systems, and Microsoft Office Suite.
- Collaborative and strategic builder.
- Comfortable and excited about networking at high profile events
- New Business mentality but with a highly strategic mind and passion for creating genuine value-exchange partnerships.
- Personable, tenacious, resilient, imaginative, ambitious.
- Flexible and agile – you will enjoy working in a fast-paced, fluid working environment focused on growth.

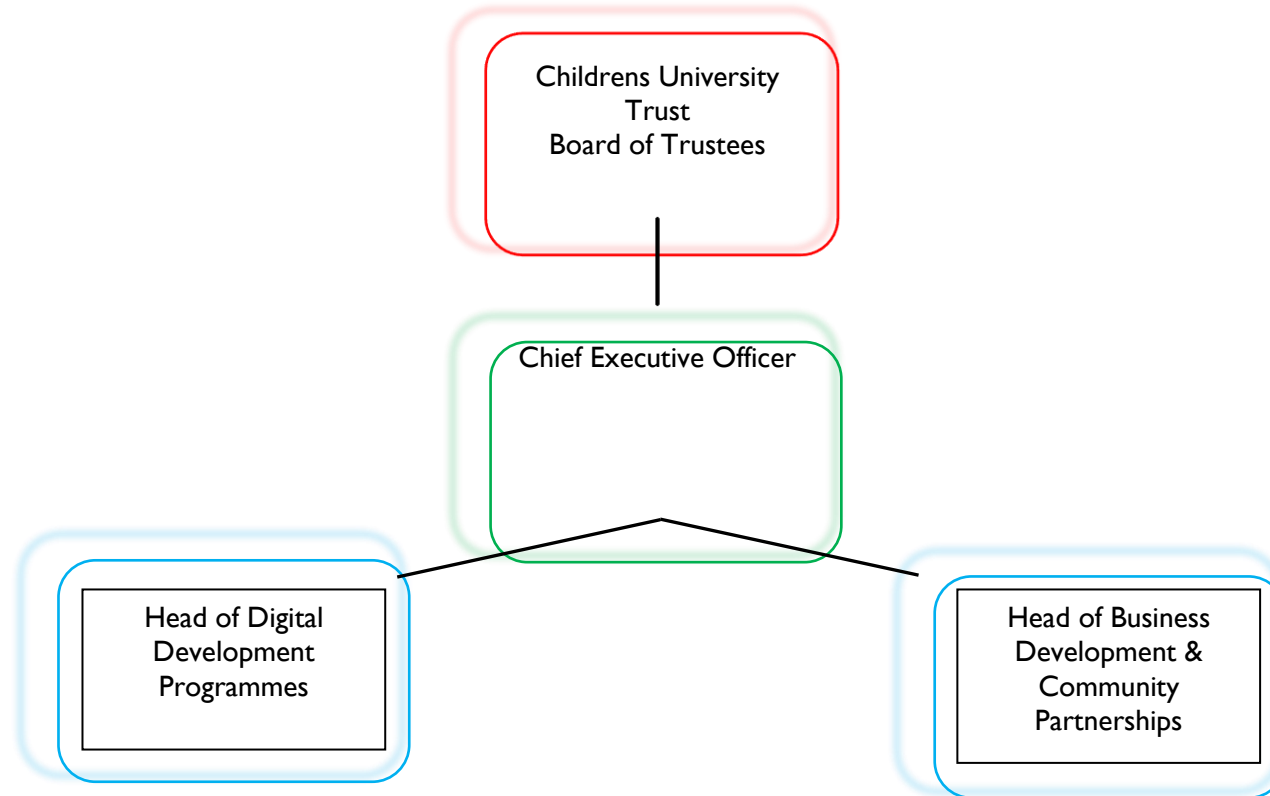
Childrens University Trust is an equal-opportunity employer and welcomes candidates from diverse backgrounds.

**Desirable Qualifications:**

- Educated to degree level or equivalent professional experience.



## 6. Structure Chart – April 2025



## 7. How to Apply

To apply for this position, please send a **comprehensive CV and a cover letter for the attention of Sonjia Peers** to [Sonjia.peers@childrensuniversity.co.uk](mailto:Sonjia.peers@childrensuniversity.co.uk) Please ensure that your application fully addresses the appointment criteria in the person specification.

You should give the names, positions, organisations, and email addresses of two referees, one of whom should be your current/most recent employer. References will only be taken once your permission has been granted.

Finally, please ensure that you have included your email address and preferred telephone number, so that we can contact you.

The successful appointment is subject to a satisfactory criminal records disclosure and written references.

## Timetable

**Application closing date: Monday 28<sup>th</sup> Jul 2025**

**Interviews: w/c 4<sup>th</sup> of August 2025**

Interviews to be held in London or Manchester

## Queries

If you wish to have an informal conversation about the post, please contact Sonjia Peers via [Sonjia.peers@childrensuniversity.co.uk](mailto:Sonjia.peers@childrensuniversity.co.uk)