



teaching music, changing lives!

Job Title: Business Development and Engagement Manager

Region: Berkshire East

Position within the organisation: Middle Leadership

Primary Job Purpose

Ensure the ongoing musical success of the region by leading Maestros' and the BMEH's engagement with customers in order to:

Secure and grow future business by:

- Leading Maestros engagement with target market and capturing new business
 - Identifying new revenue streams and potential customers
 - Consolidating, optimising and converting new business into income generation

Ensure the ongoing success of the region by:

- Maintaining and efficiently overseeing existing business, musical services, sustained income streams and customer satisfaction demonstrating successfully that commercial entrepreneurship can live happily beside the demanding requirements of education and music making, to the benefit of both

Maestros' primary customers include parents, children, schools, wider community music and Early Years' groups.

Accountable to: CEO

Principal responsibilities

Through a sound understanding of the needs of existing and potential customers:-

1. Maintain and further develop existing customer engagement
2. Develop and generate new engagement with schools, educational establishments, local community groups and commercial/corporate organisations
3. Maintain and build positive relationships with key customers across the sector maximising local networking opportunities
4. Actively explore, listen to and understand customer requirements so that Maestros is able to design and develop key services to meet localised need
5. Generating new income streams through an increase of participation in and purchase of services, including the core business of the music service
6. Develop a business plan to meet local requirements which complements Maestros strategic plan and aims of the Berkshire Music Hub
7. Evaluate progress regularly, reporting on agreed outcomes and targets
8. Work closely with the Marketing Team to ensure effective promotion of services, influencing marketing across the region
9. Share and be committed to Berkshire Maestros Core Values, culture and vision; modelling the overarching leadership competencies in all areas of work
10. Any other duties commensurate with the post that may be assigned by the CEO

	Criteria	Essential/ Desirable
Skills and Abilities	<ul style="list-style-type: none"> • Forward looking, with a strong entrepreneurial attitude and passion for developing a high performing musical service • Able to work sensitively with public and private sector organisations • Excellent inter-personal skills and the ability to influence a range of stakeholders including professional artists, students, parents, schools and colleagues • Excellent organisational, administrative and communication skills 	E E E E
Experience	<ul style="list-style-type: none"> • Proven leadership experience of strategic development locally or nationally • Experience of working at a senior level within an arts organisation, school, music hub setting or similar • Background in business development, customer engagement and experience of growing/developing core business 	E D D
Knowledge	<ul style="list-style-type: none"> • Good understanding and/or awareness of the current educational landscape • Knowledge of new media and how to utilise social media to reach audiences 	D E
Personal attributes and other requirements	<ul style="list-style-type: none"> • Have a keen interest in music • Qualified to degree level or similar (2:2 or above) • A music qualification, skill and/or background • Enthusiastic, energetic, innovative and creative • be forward looking, with a strong entrepreneurial attitude and the ability to take a 'big picture' view • Committed to collaborative working demonstrating a collegiate approach • able to work sensitively in partnership with public and private sector organisations • Flexibility - work outside of contractual working hours may be required from time to time • Willingness to travel across the region and county when required – full driving license and owning a car required • Committed to Berkshire Maestros vision and Core Values • Ideally a full time contractual position but other working hours may be considered <p>Berkshire Maestros is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful applicants will be subject to an Enhanced Disclosure and Barring Service (DBS) check. Berkshire Maestros takes the responsibility of child protection very seriously and checks the suitability of staff and volunteers to work with children. Berkshire Maestros is an equal opportunities employer.</p>	E E D E E E E E E E

This Job Description reflects the current situation and does not preclude change or development that might be required in the future. Other duties may be required in line with the current and/or future needs of the business.

Berkshire Maestros Vision

All children and young people in Berkshire will experience an inspirational, high quality musical education.

Berkshire Maestros Core Values

- Ambition and access for every child and young person
- Excellence in practice
- Commitment to our partnerships and community working
- Respect, professionalism and investment in our colleagues
- Effective and evolving communication
- Positive and proactive approach
- Determination to drive continuous improvement and embrace change