

JOB OPPORTUNITY - DIRECTOR, BUSINESS DEVELOPMENT

The Cultural Development Foundation (CDF) is looking to recruit suitably qualified individuals to fill the position of Director, Business Development within the organisation

Job Title:	Director, Business Development
Reports to:	Executive Director
Positions Supervised:	Communications Officer, Grants and Research Officer, Administrative Support.
Stakeholder Relationships:	Line Ministry, Project Partners, Media Editors/ Journalists, Advertising Agencies, Corporate Sector, Academia, Heads of Cultural /Creative Communities and other relevant suppliers.

Job Summary

The **Director, Business Development (DBD)** reports to the Executive Director and operates at both a strategic and tactical level. The DBD is responsible for planning and coordination of all resource mobilisation functions in accordance with the CDF's mandate and policies. The HBD is responsible for developing and implementing CDF's marketing strategy focussing on grant fund mobilisation, product development. Enhancement, sponsorship and fundraising, and identification of new revenue streams for the CDF.

As CDF's lead for partner mobilisation and donor relations, the DBD is also responsible for developing strategic partnerships locally, regionally and internationally. The DBD will also develop concepts for product/brand management, communicate with key stakeholder communities and market influencers and work with other internal personnel to ensure the sustainability of CDF's key programmatic areas.

Major Duties and Responsibilities

Resource Mobilisation & Marketing

- Work with Executive Management to set high level objectives and priorities, in accordance with the organisation's defined strategic objectives;
- Develop annual Marketing Strategies to promote products and services, setting targets and detailing activities in pursuit of organisational and programmatic objectives;
- Conduct, analyse, and interpret internal and external data to inform planning and development of existing and new products and services.
- Manage Marketing budget, in line with corporate objectives, ensuring that all activities are achieved within agreed budget;
- Collaborate with HODs to formulate special event budgets, marketing and promotional strategies.
- Identify and execute strategies to best engage the corporate sector, donor community, institutional partners (i.e. Saint Lucia Events Company, Folk Research Centre, Ministry of Culture & Creative Industries, Ministry of Education/ Schools, Export Saint Lucia Invest) as well as organised cultural groupings, through joint campaigns and strategies for year-round engagement and enhancement of economic prospects for cultural/creative producers.
- Develop and channel project proposals for partner mobilisation and donor funding for the establishment and sustainable management of facilities, festivals and other CDF products.
- Keep abreast of philanthropic trends and best practices to leverage existing and to attract new donor and partner relationships across multiple sectors

Management & Reporting

- Lead the achievement of long-term marketing objectives with regard to revenue generation, brand building and resource mobilization
- Produce monthly activity reports outlining the status of attaining outlined objectives and where necessary, revise objectives and plans;
- Produce annual departmental report highlighting targets set and met, explaining targets not achieved, and in the case of first-time initiatives undertaken by the CDF, highlight challenges and lessons learned.
- Develop and deliver related strategies and reports to the Board and sector partners as required.

Brand/Image & Relationship Management

- Represent CDF in forums of a Related to the high-level objectives and work of the department
- Contribute relevant content to support speechwriting and related message framing for the Executive Director, the Chairman of Board or other high-level CDF representatives.
- Share joint oversight for corporate branding / rebranding initiatives in support of corporate strategy, with the Communications Manager.
- Maintain close dialogue with the Communications Unit on matters relating to brand and visibility compliance for CDF and CDF's donors and partners.
- Monitor output on all communication platforms to ensure obligations to partners are upheld and guide as

Qualifications & Attributes

- Masters in Business Administration, or Postgraduate equivalency in Marketing, Fundraising or a related discipline or;
- Demonstrated competence through experience in the areas of project management, project writing and project reporting, marketing, fundraising and sponsorship management
- Proficiency in the use of Microsoft Office, Adobe, data analytics and other relevant software
- Excellent oral and written communication skills
- Collaborative and networking skills
- Good data analysis, problem-solving and time management
- Intrinsically motivated
- Charismatic leadership
- Highly organised and able to work independently.
- Attention to detail
- Experience in non-profit fundraising would be an asset.

SUBMISSION

Applicants should submit their Cover Letter, Resume, two letters of references and copy of certified qualifications to:

**EXECUTIVE DIRECTOR
CULTURAL DEVELOPMENT FOUNDATION
BARNARD HILL, CASTRIES**

POST: DIRECTOR, BUSINESS DEVELOPMENT

Or email directly to raymonahenry-wynne@cdfstlucia.org

The deadline for submission of applications is Friday, January 13th 2023, 4:30 p.m. Only applicants who are shortlisted will be contacted.