



Senior Business Engagement Lead (BRIS)

Organisation: Babbasa

Job Title: Senior Business Engagement Lead (BRIS)

Hours: 35 hours a week

Start Date: Immediate

Salary: £33K - £35K

Deadline: 17th of March 2024

Employment term: Permanent

Location: Bristol-based at Babbasa Hub, Backfields House, Upper York Street, St Pauls, Bristol BS2 8QJ with some remote working.

About Babbasa

Babbasa is an award-winning, Bristol-based, social enterprise with a vision to create a world where all people are inspired and able to realise their employment and enterprise ambitions, irrespective of where they live, their nationality, ethnicity, gender, race, sexuality or faith. Babbasa realises its mission through its subsidiary enterprises including Babbasa's *Youth Empowerment Programmes* and *Recruitment & Inclusion Services (BRIS)* and our core values of Imagination, Determination and Kindness.

Babbasa supports low income and ethnic minority young people to prepare for the workplace as well as support employers to recruit diverse talent, develop cultural competencies and create inclusive work environments for all to thrive. The direct support for young people includes soft skills training, mentoring, and information and guidance support. The direct support for employers includes Recruitment, Inclusion Advisory Support, Cultural Competency Training, Research, Inclusion Needs Analysis and Onboarding Support. Over the next decade, Babbasa plans to grow its services to both young people and employers to respond to the pressing imperative to overcome the structural barriers to workforce inclusion and associated social inequalities in Bristol and beyond.

Job Purpose

This is a pivotal middle management role which is responsible for stewarding, maintaining and strengthening Babbasa's commercial revenue potential. Managing a pool of corporate partners, your task will be to directly provide professional account management - which include supporting negotiations, leading on onboarding, overseeing quality delivery and producing effective strategies to retain engaged corporate partners as clients. Through creative sales, teamwork, stewarding and

exemplary customer service, you will provide value for engaged corporate partners and generate revenue for the continued success and long term goals of Babbasa.

Core Responsibilities

Business development

- Identify new potential income streams and pro-bono resource from engaged corporate partners and work with the team to produce strategies to access them for the benefit of Babbasa and our beneficiaries
- Support sales, negotiations and finalising contracts and terms of business with both new and existing clients, on behalf of Babbasa
- Work with Communications and the Babbasa team to raise the profile and increase the brand awareness of Babbasa and OurCity2030 and create buy-in
- Liaise with management team to develop plans/strategies for organisational growth

Delivering BRIS services

- Directly manage, steward and generate commercial income from an assigned portfolio of Babbasa's corporate partners
- Directly deliver on one or more of the BRIS services required by corporate partners or work with the Babbasa team and Associates to deliver on services as required. Example:
 - Screen candidates for recruitment opportunities
 - Deliver diversity and inclusion training for the corporate partner's workforce
 - Provide advisory support about workforce and workplace inclusion
- Engage the Babbasa Team and board where required to foster authentic relationships and retention of corporate partners for continued business

Management & Reporting

- Line manage up to five direct line reports responsible for BRIS delivery
- Feed into the reporting of Babbasa's financial performance against the business plan
- Work with the Leadership Support Team to ensure the successful delivery of client contracts to specifications
- Produce and monitor the budgets of corporate partnerships and projects to achieve revenue targets
- Directly lead on producing and/or sign off external evaluation reports for corporate partners
- Track, review and report progress against business plan (budget and goals) to leadership team
- Continually review risks, feedback, and develop procedures, strategies, and approaches to improve profitability
- Manage and report on the organisational revenue against targets to management team
- Maintain excellent working knowledge of the labour market, workplace culture and changes regarding equality, diversity and inclusion (EDI) in the workplace

Person Specification

You are commercially aware – you know how to spot and develop an opportunity and manage the process of corporate engagement. You have the ability to manage multiple stakeholders, experience of corporate partnerships and an aptitude to develop meaningful connections with businesses, institutions and individuals for the common good. You have an interest in or understand the impact of policy (government, regional and local authority) on communities and business procurement processes.

You have experience - you have demonstrable track record of stakeholder management, relevant achievement of revenue targets, implementing business plans, track record of developing strategies and initiatives that have increased an organisation's income and utilising brand for business development.

You have excellent communication and leadership skills – Able to manage people, teams, and coordinate external consultant contracts effectively, in a human centred way, to bring out the best in everyone. You are a confident connector with the ability to influence decision making, whilst understanding the social value and positive impact of Babbasa.

Working with others - You proactively identify business needs, scope and plan minor and major projects to address them, and successfully drive the project to completion, involving and engaging colleagues appropriately throughout. You develop and maintain excellent working relationships with formal and informal stakeholders at every level – with the young people on our programmes, with staff in each department, with our external consultants, with our Board and with others. You build trust and can stand in the shoes of others.

Organised - You are well-organised and have good attention to detail. By doing so, you manage your own time well and respect the time of others. You juggle multiple deadlines and have a track-record of balancing multiple tasks and responsibilities. You are meticulous and able to prioritise conflicting needs. Effective and efficient – You are constantly reflecting on working practices and improving where necessary. A completer-finisher - you are able to work to deadlines, take initiative and are proactive in your approach to work. You create change that benefits all and is aligned with organisational strategy. Problem solving – You are able to problem solve in a complex and rapidly changing environment. You demonstrate personal resilience and have the ability to stay focused in a rapidly changing environment.

You're aligned with our mission - You have lived experience and/or an understanding of the critical issues surrounding equality, inclusion and diversity, including structural issues around race and class, and how they impact young people with specific reference to their leadership and employability experiences. You believe that, with the right support, everyone has potential to achieve excellence, whatever that means for them.

Incentives and Benefits

- Access to an Employee Assistance Programme with a range of support offers available including free counselling as well as a MediCash plan for moneyback on different health services.
- We aspire to nurture existing talent at Babbasa and recognise we all have something to bring to the workplace, we are a growing organisation and will work with you to find suitable progression and professional development opportunities.
- Work for one of the few organisations in the UK honoured with Queen's Award For Enterprise for Promoting Opportunity.
- Be part of transforming the lives of low-income and ethnic minority young people in Bristol, helping to make Bristol a more inclusive city.
- Work in an inclusive environment working with a team which prides itself on ensuring staff feel seen, valued and heard.
- Have access to flexi and hybrid working arrangements.
- 31 days annual leave including public holidays.
- 3% employer pension contribution
- Opportunities for career development and CPD