



## Just for Kids Law Business Development Officer

	<b>Role Description</b>
<b>Role</b>	Business Development Officer
<b>Reporting to:</b>	Co-Heads of YJLC
<b>Organisation purpose:</b>	<p>Just for Kids Law exists to work with and for children and young people to hold those with power to account and fight for wider reform.</p> <p>We do this by providing legal representation and advice, direct advocacy and support, and through strategic litigation, campaigning and equipping others to work for children's rights.</p>
<b>Context:</b>	<p>The Youth Justice Legal Centre (YJLC) is part of Just for Kids Law. We fight for the rights of children in the criminal justice system and are the centre of excellence on youth justice law in England and Wales. We convene the world's leading experts to share knowledge, circulate innovation, and develop good practice. . We are thought-leaders in the field and aim to transform the way children in the criminal justice system are represented and treated. In order to do this we are launching an income generating membership and training model for youth justice sector professionals.</p>
<b>Role purpose</b>	<p>This is an exciting and challenging role within a thriving charity based in Central London. At Just for Kids Law, we provide legal support, influence public affairs, promote the children's right, and motivate and engage with young people. We work with and for children and young people to hold those with power to account and fight for wider reform. YJLC carry out niche, cutting edge work and we collaborate with a range of high profile individuals and organizations around the globe.</p> <p>The Business Development Officer's role is to support the business development of the Youth Justice Legal Centre's training and membership model by conducting market research to identify new business development opportunity, generating leads and sales, maintaining excellent member relationships, and coordinating trainings, events and promotional activities.</p> <p>As the Business Development Officer, you will play a key role in expanding our training and membership projects as well as supporting the team leaders with strong organization and administration skills.</p> <p>To perform in this role, you will enjoy working in a fast-paced environment, have excellent communication and people skills, be comfortable pitching and presenting our membership package to potential members/customers, and</p>

	able to maintain good relationships with existing members.
Key accountabilities	Key activities/tasks
Sales and marketing responsibilities	<ul style="list-style-type: none"> <li>• Support the business development of YJLC's new membership and training model</li> <li>• Assist to develop and implement marketing and sales strategies and planning for member recruitment</li> <li>• Develop and implement systems and processes for member management, including a CRM database or similar to manage members and track engagement</li> <li>• Provide basic membership data analysis to inform marketing plans and membership recruitment campaigns</li> <li>• Recruit and onboard new members and maintain training bookings in line with targets</li> <li>• Maintain records of income and outgoings related to the membership and training model and provide administration of membership fees</li> </ul>
Assist development, planning and effective delivery of the YJLC training programme	<ul style="list-style-type: none"> <li>• Responsibility for maintaining content of training materials, ensuring they are updated and accessible</li> <li>• Publicise training to maximise uptake and income by managing the training pages of YJLC's website, mailouts, entries in youth justice sector news outlets and research and use of both digital and print media, and working with other staff to publicise sessions</li> <li>• Maintain and develop the training pages of YJLC's website Provide digital support to ensure smooth delivery of training sessions, both for in person events those delivered via virtual platforms (i.e. Zoom or Microsoft Teams)</li> <li>• Book appropriate venues for YJLC training, maintain relationships, agree contracts for facilities and services provided, liaise with venues and oversee the events in person when required.</li> <li>• Manage attendee registration and distribution of evaluation forms.</li> <li>• Provide support to YJLC external trainers, including arranging travel requirements and presentation delivery logistics and digital assistance as required</li> <li>• Respond to training-related enquiries, manage bookings and ensure income is accurately recorded.</li> <li>• Liaise with young people with experience of the of the criminal justice system to co-ordinate their participation in the delivery of training</li> </ul>

	<ul style="list-style-type: none"> <li>• Monitor and evaluate the uptake of training sessions: including participant numbers and profit and feedback on sessions.</li> <li>• Other administrative training-related tasks as required</li> </ul>
<b>Online seminar responsibilities</b>	<ul style="list-style-type: none"> <li>• Plan and support the delivery of online seminars</li> <li>• Assist the Co-Heads of YJLC develop a seminar programme</li> <li>• Copywrite and design marketing materials to promote seminars via email, social and digital media</li> <li>• Liaise with speakers to presentation materials are prepared in advance</li> <li>• Collating and organising feedback</li> </ul>
<b>General responsibilities</b>	<ul style="list-style-type: none"> <li>• Maintain confidentiality of service users, Board members, staff and volunteers</li> <li>• Ensure that all work is undertaken with full adherence to JfKL's ethos, policies and procedures</li> <li>• Attending and participating in internal, external meetings as required including meetings outside of normal working hours where necessary</li> <li>• Being a positive, cooperative, and constructive team member, upholding the values of JfKL</li> <li>• Representing and promoting the organisation's work positively</li> <li>• Carrying out all work with due regard to JfKL's policies and procedures</li> <li>• Promoting Equality and Diversity principles in all aspects of work</li> </ul>
<b>Other duties</b>	Carrying out any other duties which fall reasonably within this role.
<b>Updating this role description</b> <p>This is a description of the job as it is presently constituted. It is the practice of Just for Kids Law to periodically review role descriptions and to update them. This process will be conducted in consultation with you. It is the aim of the organisation to reach agreement on any changes but if agreement cannot be reached, the organisation reserves the right to insist on such changes to your job description, after consultation with you.</p>	

<div>  </div>			<b>Person Specification</b>	
			<b>Essential</b> (must have in order to carry out the work)	<b>Desirable</b> (not essential but preferable)
<b>Knowledge</b>				
<ul style="list-style-type: none"> <li>• Excellent knowledge of sales and marketing strategies</li> <li>• Knowledge of developing business management systems and processes</li> </ul>			X X	

<ul style="list-style-type: none"> <li>Knowledge of the youth or legal sector, issues affecting young people and the rights and entitlements of young people</li> </ul>		X
<b>Experience</b> <ul style="list-style-type: none"> <li>Experience of business development including planning, implementation, and evaluation</li> <li>Experience of working in sales and marketing</li> <li>Experience of event planning and implementation</li> <li>Experience of membership systems management</li> <li>Experience of maintaining accurate financial records, forecasting income and expenditure, managing and developing budgets</li> <li>Experience working in communications or with communications teams</li> <li>Experience working in the charity and/or sector</li> </ul>	X X  X	X   X X  X X
<b>Qualifications and training</b> <ul style="list-style-type: none"> <li>Relevant degree or work experience</li> <li>Experience of working in the youth or legal sector</li> </ul>		X X
<b>Skills and abilities</b> <ul style="list-style-type: none"> <li>Strong planning and project management skills</li> <li>Excellent command of verbal and written English, with a good standard of writing</li> <li>Excellent sales and communications ability</li> <li>Proven networking and relationship-building skills</li> <li>Ability to multitask and meet tight deadlines</li> <li>A high level of computer literacy proficient across a range of IT packages (including Microsoft 365), able to learn quickly and troubleshoot problems independently</li> <li>Effective decision-making skills, with the ability to implement systems and processes</li> </ul>	X x X X X X X	
<b>Qualities</b> <ul style="list-style-type: none"> <li>Ambitious and comfortable working to targets</li> <li>Highly organised</li> <li>Enthusiastic about working for this young and ambitious organisation.</li> <li>Able to communicate effectively with young people</li> <li>Independent with a highly motivated and proactive attitude, able to work flexibly with staff and independently using own initiative</li> </ul>	X X X X X	
<b>Other requirements</b> <ul style="list-style-type: none"> <li>Prepared to work out of hours occasionally</li> <li>Willing to travel to attend trainings</li> </ul>	X X	

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