

Business & Development Manager

Job Purpose

This role will work closely with the Equine Operations Manager and the Board of Trustees to deliver the Centre's Aims and Objectives.

It will encourage a collaborative and open team culture.

This role will focus on identifying and responding to opportunities for consolidation and the development of the Centre's activities and funding and ensure that the Centre's infrastructure is fit for purpose to deliver its aims and objectives effectively.

Duties and Responsibilities

1. To identify new opportunities for the Centre.

This will include the development of new delivery programmes, new markets for the Centre's activities and new activities that will support the Centre's delivery of its objectives.

2. To lead on the Centre's fundraising and grant application activities.

This will include the identification of opportunities and the co-ordination of bids, the operation and maximisation of donations and fundraising schemes, and liaison with the Friends of the Unicorn Centre to arrange social events and fundraising activities.

3. To lead on the Marketing, Communications and Public Relations of the Centre.

This will include raising and maintaining the public and media profile of the Centre and its work, liaison with the media, the use of social media, communication with stakeholders (including staff, volunteers and participants) and the management of the website.

4. To lead on the Centre's work to promote Equality, Diversity and Inclusivity.

This will include monitoring and impact assessments and the identification of new initiatives and changes that will enhance the Centre's work.

5. To lead on the Centre's volunteer programme.

This will include implementation and review of a Volunteer Strategy to enable volunteer recruitment, training, and integration into the Centre's operation, and supporting their development and attachment to the Centre. It will also include the development of the Centre's Supported Volunteer Programme to ensure the provision of a high quality programme.

6. To manage the Centre's finances.

This will include monitoring, procurement, preparation of costing and supporting the establishment of budgets both for the Centre overall and for activity streams.

7. To manage staffing procedures.

This will include staff appraisal, training and development, and wellbeing, performance management and liaison with the Centre's HR consultants.

8. To manage the Centre's facilities.

This will include identification of maintenance requirements, liaison with contractors, managing the security of the site and, in conjunction with the Trustees, the development of long term plans for the Centre's development of facilities.

9. To lead on Health and Safety matters.

This will include risk assessments, procedures and ensuring training is in place.

10. To develop and implement policies and procedures that support the Centre's operation.

This will include working with Trustees to develop necessary policies, and the establishment of fit for purpose procedures to support Centre activities. This will also include the use of data management systems.

11. To prepare reports for and attend Board of Trustees meetings.

12. To adhere to and implement the Centre's Values and Code of Conduct.

13. Any other reasonable duties that may be allocated from time to time commensurate with the grading of the post.

NOTES

The Unicorn Centre, a registered charity, is a purpose built riding for the disabled facility which offers riding therapy and learning and training opportunities for disabled adults and children from the Tees Valley area each week. Opening in 1998, the Centre is an established part of the local community, with a strong contingent of local volunteers who assist with riding lessons each week.

The Unicorn Centre's mission is to improve the lives of disabled people through the medium of horses.

The Centre works across the spectrum of disabilities, age range, social status and environments. Our focus is to ensure that each individual is given the chance to derive a direct therapeutic benefit and the opportunity to achieve their full potential, whether that be sitting with support astride a pony and riding down one side of the arena or competing at Paralympic dressage level.

The Unicorn Centre is a member group of the national Riding for the Disabled Association (RDA), (although is autonomous in its own right as a separate, independent, registered charity) and as such shares three principal objectives;

- Developing and supporting opportunities for therapy
- Developing and supporting opportunities for achievement
- Enabling physical activity and enjoyment

The Unicorn Centre gives all its riders the opportunity to reach therapeutic goals and personal ambitions, to develop life skills and often to combat social isolation. Riders are also encouraged to develop a caring attitude and to connect with our wonderful and specially trained horses and ponies, without whom the Centre could not deliver its valuable service.

The Unicorn Centre has six core values, which underpin all our activities:

- To provide a high quality service in all it does
- To value the input of people at all levels and to be positive about their achievements – whether as a rider, volunteer or staff member
- To emphasise the importance of training and achievement for all riders, volunteers and staff members
- To value the input of participants in deciding its future
- To be accessible to all – whether as a rider or as a volunteer
- To be professionally run, communicating openly at all levels and to be financially transparent

The Centre receives no core funding, and relies entirely on lessons, hiring and training fees, fundraising, donations and grants to cover all costs. Approximately £300,000 per year is required to maintain the existing levels of operation.

Unicorn Centre

The Unicorn Centre has been severely impacted by the Covid-19 pandemic, and has been closed for on-site activities for the majority of the time since March 2020. This has had a profound effect on finances, and the support of fundraising, donations and grants has been vital to help pay staff wages, horse care costs and overheads.
