Training and Commercial Manager

Job Description

About Galop

Galop is the UK's LGBT+ anti-abuse charity. Founded in 1982, and have been championing the needs and safety of the LGBT+ community for nearly 40 years.

Galop works directly with thousands of LGBT+ people who have experienced abuse and violence every year. We specialise in supporting victims and survivors of domestic abuse, sexual violence, hate crime, and other forms of abuse including honour-based abuse, forced marriage, and so-called conversion therapies. We are a service run by LGBT+ people, for LGBT+ people, and the needs of our community are at the centre of what we do.

We run three national support helplines: for LGBT+ victims and survivors of domestic abuse, survivors of so-called "conversion therapy", and LGBT+ people who have experienced hate crime. We provide advocacy services, both in London and nationally, for LGBT+ victims who need longer-term support. We are person-centred, empowerment-based, and trauma-informed – meaning our focus is always on helping our clients decide what is best for them, and then supporting them through their journey.

We use what we learn through working on the frontlines with clients to work for national and local policy change to improve outcomes for LGBT+ victims and survivors of abuse and violence. We build evidence through key pieces of research, like our upcoming report into LGBT+ experiences of sexual violence. We push for legislative change, improved statutory guidance for victims, and better understanding of the needs of LGBT+ people around the country.

About the Training and Business Development Manager

This new role will sit within our wider Fundraising and Comms team, working with our Head of Fundraising and Comms to diversify our funding and income streams. The Training and Business Development Manager will be responsible for the development, sales, and delivery of all commercial training packages, other paid for services and consultancy work, and for identifying other potential sources of income for the organisation. The role additionally supports the Head of Fundraising and Comms in key income generating activities with individual and corporate supporters, as well as working with our Comms Manager to produce content and resources around abuse and violence for public consumption.

You will oversee the development and growth of our commercial training offer, ensuring that it provides meaningful change for our community as well as providing an income stream. You will ensure a strategic approach to our commercial work, ensuring it is always linked to our mission to provide support to LGBT+ victims and survivors of abuse and violence, as well as rooted in our specialist knowledge. You will ensure all training packages and external resources are developed in line with our brand and key messaging. You will also be responsible, with support from our Head of Fundraising and Comms, for forecasting income and reviewing progress over time to ensure that the work remains commercially viable and contributes to the long-term sustainability of the organisation.

You will work with clients and supporters from the corporate sector as well as the VSCO sector in order to maximise income and impact as well as helping to steward and develop those relationships, alongside improving the response to LGBT+ victims of abuse and violence in those organisations. You will develop, market, coordinate and be able to deliver these products directly to clients as required. You will identify new opportunities for commercial products and income generation through your insights gained from working with these networks and with the wider Galop team. You will support the Head of Fundraising and Comms in other activities geared towards relationship building and income generation as needed.

This is a pivotal moment in Galop's journey. We have grown quickly over the last six years and you will help shape the future of our work. You'll help us reach more of our community. You'll change the national narrative around abuse and violence. You'll be helping to amplify the voices of LGBT+ survivors of abuse.

You will be responsible for:

- Developing, marketing and growing our commercial training products to provide additional income as well as ensuring that the programme provides meaningful change for our community in line with Galop's strategic aims
- Identifying and developing additional commercial offers or products which can be rolled out to increase commercial income
- Regularly forecast and monitor income generation (both actuals and potential) in order to monitor the commercial viability of our products
- Designing and updating our training offer, including bespoke trainings
- Training and developing staff around training facilitation
- Development of resources and other public-facing content for our website or for physical distribution, working in conjunction with the Comms Manager and Head of Fundraising and Comms to ensure these are stylistically on brand
- Supporting other key income generating work from corporate or individual sources
- Supporting with the stewardship of key contacts within the corporate and VSCO sectors, ensuring that these link back into other work streams within fundraising or frontline delivery
- Representing Galop at relevant events, as well as one-on-one meetings, and ensuring that Officers doing public-facing work are well briefed and trained to represent Galop
- Ensuring all outputs of the team are in line with Galop's mission, voice, and brand
- Maintaining our records of interactions with key individuals and organisations, in line with good practice around data protection and GDPR, including designing tools for data collection, including activities undertaken, and monitoring outcomes
- Management of any officer level staff or freelance facilitators involved in delivery of our commercial work as the programme grows
- Any other duties as required by Galop

You will work closely with the Head of Fundraising and Comms to:

- Design our strategy around development and growth of our commercial products
- Identify new opportunities for commercial or voluntary income
- Regularly reforecast annual income for commercial products
- Manage the budgets of activities to ensure commercial viability
- Ensure that all activities reflect and align with our strategies around both income diversification and external comms
- Ensure that all activities are developed in line with Galop's ethics and values

About you

We're looking for someone with a good strategic brain and an understanding of leadership and management to help Galop take its next steps. You'll need to have good resilience and self-care, and be prepared to work in an environment where abuse and violence are regularly talked about. You'll need to understand the impact of trauma and how that affects our frontline staff.

The below list is a guide for the kind of skills and experience we'd like you to have – but you don't have to have it all to be considered. We recognise that your experience may be from unpaid roles as well as formal employment. We want to know why you're the right person for this role, not whether you've been given the right opportunities.

Experience and knowledge	**Essential (E) or Desirable (D)**
Experience of developing, marketing, and growing commercial training packages or other commercial products within a charity	E
Experience of developing public-facing materials, including marketing materials, resources, and website content	E
A strong understanding of the barriers and challenges for LGBT+ victims of abuse and violence	E
Experience of working with corporates and the voluntary sector	E
Experience of donor stewardship	D
A strong understanding of risk and risk management	E
Experience of managing budgets	E

A strong understanding of the victim support sector and criminal justice system in the UK	D
Experience of managing a team	D
Experience of working in the LGBT+, VAWG, hate crime, or victim support sectors	D
Skills	
Strong leadership and management skills	E
Strong commercial instincts and entrepreneurial thinking	E
Ability to work collaboratively and lead change effectively	E
Ability to problem solve and think creatively	E
Confident networker, with strong communication skills	E
Excellent written and verbal communication skills	E
Strong understanding of discrimination and intersectionality	E

At Galop, we believe that life should be safe, just and fair for all LGBT+ people, and that includes our staff in the workplace. We believe in equity and understand the importance of inclusion for staff with a wide range of lived experience. No matter your age, race, faith, orientation, gender identity, disability, or class, we want you to feel welcome here. To that end Galop has a multi-year Equity, Diversity, and Inclusion plan in place, currently focusing on equity and inclusion for Trans and BAMER members of staff. We are committed to listening and learning, and to constant improvement. We believe it is our job to make sure that all our staff, particularly those from minoritised backgrounds, feel welcome, safe, and able to thrive at Galop.

Location

Galop's offices are located in London. This role will have the option of hybrid working.

Hours

Full Time (35 hours per week)

Contract

Permanent

Line manages

Officers and/or freelance facilitators as required by programme growth

Reports to

Head of Fundraising and Comms

Salary

Galop uses the NJC scales. This post is on NJC scale points 26-29 (£34,165 - £36,624 per year including London Weighting).

Closing Date

Applications should be submitted by 10:00am on 11th July 2022.
First round interviews will be held from week beginning 18th July 2022.

Questions?

If you have any questions or would like to discuss the role further prior to application, please contact our Head of Fundraising and Comms, Boom Macleod via boom@galop.org.uk

Download an application pack to apply

- Job Description & Person Specification
- Application form
- Equal Opportunities Monitoring Form

Please send completed applications and equal opportunities form by email only to recruitment@galop.org.uk