



E BRIAN CLOUGH STAND

Job Candidate Pack

HEAD OF BUSINESS DEVELOPMENT & GROWTH

A strategic leadership role to build partnerships, unlock sustainable growth and shape the next phase of Nottingham Forest Foundation.



**NOTTINGHAM FOREST
FOUNDATION**

ABOUT NOTTINGHAM FOREST FOUNDATION

NOTTINGHAM FOREST FOUNDATION IS THE OFFICIAL CHARITY OF NOTTINGHAM FOREST FOOTBALL CLUB, WORKING ACROSS NOTTINGHAMSHIRE TO IMPROVE HEALTH, WELLBEING AND OPPORTUNITY.

We use the reach and profile of Nottingham Forest, together with trusted local partnerships and high-quality community delivery, to help people become healthier, more connected and more able to fulfil their potential.

Our Strategic Game Plan 2026-2031 sets an ambitious direction for the next five years. Built around **Place**, **People** and **Potential**, it guides how we invest in communities, develop partnerships and create lasting impact across Nottinghamshire.

**READ OUR
STRATEGIC GAME
PLAN 2026 - 2031**



**NOTTINGHAM FOREST
FOUNDATION**

ROLE OVERVIEW

HEAD OF BUSINESS DEVELOPMENT & GROWTH

Reporting to: Chief Executive Officer

Salary: £45,000–£50,000

Location: The City Ground, Nottingham

Contract: Full time, permanent

WHY THIS ROLE MATTERS

This is a significant appointment at an important time in the Foundation's development. With a new five-year strategy, growing ambition and the reach and profile of Nottingham Forest behind us, the successful candidate will help unlock the next phase of our growth.

As part of the Senior Leadership Team, you will help shape where the Foundation focuses and grows - building the partnerships and income opportunities that strengthen our sustainability and increase our impact across Nottinghamshire.

WHAT SUCCESS LOOKS LIKE

- A strong and diverse pipeline of high-quality opportunities.
- New partnerships, contracts and investment that are strategically aligned, financially sustainable and deliver measurable impact.
- Clear commercial insight that supports confident decisions about where to grow.



**NOTTINGHAM FOREST
FOUNDATION**

PURPOSE OF THE ROLE

The Head of Business Development & Growth will lead the Foundation's approach to business development and sustainable growth, turning strategic priorities and external opportunities into partnerships, income and impact.

You will identify and develop opportunities, build senior relationships and lead propositions from concept through to agreement and mobilisation. This may include partnerships, commissioned services, commercial opportunities, major bids, tenders, grant applications, business cases and investment proposals.

Bringing strong external insight and commercial judgement, you will ensure opportunities align with our Strategic Game Plan, community need, financial sustainability and delivery capability, while representing the Foundation credibly with partners and decision-makers.



**NOTTINGHAM FOREST
FOUNDATION**

DUTIES & RESPONSIBILITIES

- Lead the Foundation's business development, partnerships, income diversification and growth strategy, supported by clear priorities, targets and performance measures.
- Monitor developments across sport, health, education, employment and skills, public policy, commissioning and corporate investment to identify relevant opportunities.
- Assess potential opportunities and provide clear recommendations on where the Foundation should focus its time, resources and investment.
- Build, manage and convert a strong pipeline of partnerships, contracts, funding and commercial opportunities.
- Develop new services and propositions that align with the Foundation's charitable purpose, Strategic Game Plan and identified community need.
- Lead and coordinate high-quality bids, tenders, grant applications, business cases, investment proposals and partnership propositions.
- Ensure each opportunity has a clear rationale, realistic financial model, measurable outcomes, understood risks and a viable delivery plan.
- Build and strengthen relationships with businesses, funders, commissioners, government bodies, regional organisations, strategic partners and Nottingham Forest Football Club.
- Lead negotiations and work closely with the Head of Programmes and colleagues across the Foundation to move secured opportunities into effective delivery.
- Monitor pipeline value, conversion, income forecasts, risks and timescales, and report progress and recommendations to the Chief Executive Officer, Senior Leadership Team and Board.



QUALIFICATIONS & EXPERIENCE

ESSENTIAL

- Relevant degree, professional qualification or equivalent senior-level experience.
- Significant experience in business development, partnerships, income generation, commercial development, commissioning, fundraising or strategic growth. We welcome candidates from the private, public and third sectors who can demonstrate relevant transferable experience.
- A strong track record of identifying and converting opportunities into new income, investment, contracts, partnerships or funded activity.
- Experience of developing compelling propositions, which may include bids, tenders, grant applications, business cases, investment proposals or other commercial opportunities.
- Experience of building influential relationships and partnerships with senior stakeholders, which may include businesses, funders, commissioners, public bodies, government, regional organisations or strategic partners.
- Experience of developing new services, partnerships or income streams in response to organisational priorities, market opportunities or community need.
- Experience of managing a business development or opportunity pipeline and working towards clear income, growth or performance targets.

DESIRABLE

- Experience within professional sport, a charity, social enterprise or another purpose-led organisation.
- Experience of working with government departments, combined authorities, commissioners or regional bodies.
- Knowledge or experience of sectors relevant to the Foundation's growth priorities, including health, education, employment and skills, sport or community development.
- Experience of collaborative bids, commissioning or cross-sector partnership models.

Experience in football or the charity sector is not essential. We are particularly interested in candidates who can bring fresh thinking and relevant experience from other sectors.

YOUR CAPABILITIES

SKILLS & COMPETENCIES

- Commercial and strategic judgement. You can identify opportunities and understand how external developments, organisational strengths and community need can translate into sustainable growth.
- Business development and partnership capability. You can identify opportunities, build relationships, develop compelling propositions and convert opportunities into sustainable income and impact.
- Influence and negotiation. You build trust quickly and have the credibility and confidence to work with senior stakeholders across different sectors.
- Communication. You communicate clearly and persuasively in writing and in person, develop strong proposals, business cases and presentations, and represent the Foundation effectively.
- Commercial and financial understanding. You understand budgets, pricing, income forecasting, risk, return on investment and what is required to make an opportunity financially sustainable.
- Analysis and decision-making. You can assess opportunities, prioritise where to focus time and resources, and make clear evidence-based recommendations.
- Planning and organisation. You can manage a varied pipeline, balance competing priorities and progress multiple opportunities effectively.
- Collaborative leadership. You work well across programmes, finance, impact, marketing and Nottingham Forest Football Club, while maintaining a clear focus on outcomes, growth and continuous improvement.
- Commitment to our purpose. You are motivated by the Foundation's ambition and demonstrate a clear commitment to safeguarding, equality, diversity and inclusion.

PERSONAL APPROACH

- Approachable, credible and professional, including when working under pressure.
- Ambitious, solutions-focused and prepared to challenge constructively.
- Acts with integrity, accountability and respect for others.
- Highly organised, resilient and adaptable.
- Curious, collaborative and motivated by the opportunity to create greater impact.



**NOTTINGHAM FOREST
FOUNDATION**

OUR COMMITMENTS

FOREST FOR EVERYONE

We want everyone connected with Nottingham Forest Foundation to feel welcome, respected and able to thrive. We value difference and are committed to creating an inclusive culture that enables people to be themselves and fulfil their potential.

Nottingham Forest Foundation is an equal opportunities employer. We welcome applications from suitably qualified candidates regardless of age, disability, sex, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sexual orientation or any other characteristic protected by law.

SAFEGUARDING

Safeguarding is central to everything we do and is the responsibility of everyone who works for and represents the Foundation. We take a holistic and person-centred approach and will always act in the best interests of children and adults at risk. The successful candidate will be expected to understand and uphold our safeguarding responsibilities, policies and culture.

PRIVACY

Nottingham Forest Foundation is committed to being transparent about how it handles personal information, protecting privacy and security, and meeting its obligations under the UK GDPR and Data Protection Act 2018. Candidate information will be handled in line with our recruitment privacy arrangements.

PRE-EMPLOYMENT REQUIREMENTS

Any offer of employment will be subject to the successful candidate:

- demonstrating the right to work in the UK;
- completing an enhanced Disclosure and Barring Service check; and
- providing two satisfactory professional references.

We recognise that strong candidates do not always meet every desirable criterion. If the opportunity excites you and your experience is relevant and transferable, we encourage you to apply.



**NOTTINGHAM FOREST
FOUNDATION**



HOW TO APPLY

TIMELINES & PROCESS

Please apply through the Nottingham Forest Foundation careers site. Your application should clearly demonstrate how your experience and capabilities relate to the opportunity described in this pack.

Application Deadline: 27 September 2026

Initial Conversation: W/C 5 October 2026

First-Stage Interview: W/C 12 October 2026

Final-Stage Interview: W/C 19 October 2026

Application Link: careers.nottinghamforestfoundation.co.uk

SELECTION PROCESS

The process will be designed to give us a rounded understanding of your experience, leadership approach and ability to succeed in the role. It will also give you the opportunity to learn more about the Foundation, our strategy, our people and the scale of our ambition.

We are committed to an accessible and inclusive recruitment process. If you require a reasonable adjustment at any stage, please contact us and we will be happy to support you.

CONTACT

Nottingham Forest Foundation

The City Ground

Nottingham

NG2 5FJ

nottinghamforestfoundation.co.uk



**NOTTINGHAM FOREST
FOUNDATION**