



## **Job Profile**

### **Business Development Manager (Part Time)**

#### **About ISTD and ISTD Enterprises**

We are one of the world's leading dance examination boards with the widest range of dance genres available. We are a registered educational charity, supporting and training our members through a wide variety of courses, teaching syllabi and techniques.

Our membership is recognised as the mark of quality dance teaching around the world. We support teachers to develop their careers and businesses through progressive training, performance qualifications and events. Together, we aim to build a diverse and sustainable dance profession by championing inclusion and increasing access to dance teaching.

The Society is a registered educational charity (250397), regulated examinations board, and membership association.

ISTD Enterprises, incorporated in 2022, is the commercial trading company of ISTD with the responsibility for: the production and sale of publications and examination syllabi in various print and digital formats; ISTD authorised examination uniform, dancewear and merchandise sold via approved partners, the ISTD websites and at events; advertising and sponsorship for digital and print publications and events.

#### **Summary of role**

ISTD Enterprises is committed to driving innovation and sustainable commercial growth for the ISTD. With a strong foundation in strategic partnerships and operational excellence, we are expanding our footprint and seeking a results-driven Business Development Manager to join our Membership and Marketing directorate.

As a Business Development Manager at ISTD Enterprises, you will play a pivotal role in identifying new commercial business opportunities, building strategic relationships with commercial partners, and driving revenue growth. The Business Development Manager will be responsible for identifying, securing, and managing sponsorship and advertising partnerships across all ISTD platforms, including events, digital media, and branded content.

You will work closely with cross-functional teams to develop and execute growth tactics aligned with the company's vision and business strategy. This role requires a strong commercial mindset and excellent relationship-building skills.



**Key responsibilities:**

In addition to working closely with Director of Membership and Communications you'll:

**Advertising and sponsorship:**

- Execute a comprehensive sales strategy to drive revenue from sponsorships and advertising.
- Identify and target potential sponsors and advertisers aligned with ISTD's brand and audience.
- Create tailored proposals and pitch decks that communicate value and ROI to prospective partners.
- Negotiate and close deals, ensuring long-term partnerships and repeat business.
- Collaborate with event production team and marketing team to integrate sponsor branding and activations.
- Work with digital and editorial teams to develop advertising opportunities across websites, newsletters, social media and publications.
- Ensure all sponsorship and advertising deliverables are high quality, and on schedule.

**Shop and merchandise:**

- Support the team to manage the ISTD shop – overseeing stock levels, reprints/restock, new product development (learning materials and merchandise)
- With support of the Head of Marketing oversee shop marketing promotions to meet sales targets
- Identify merchandise development opportunities in line with ISTD brand and values

**Development and reporting**

- Identify, realise and pursue new commercial business opportunities in target markets including the development of the ISTD jobs board.
- With the support of the Director of Membership and Communications, develop and maintain strong relationship with clients, partners and stakeholders
- Meet and exceed quarterly and annual targets
- Track and report on key performance metrics and pipeline progress
- Represent ISTD Enterprises at ISTD and industry events, conferences, and networking functions.



### **Person Specification**

The Business Development Manager must demonstrate:

- Demonstratable experience in business development and sales.
- Strong financial acumen. Proven track record of meeting or exceeding revenue targets, and experienced in budget management.
- Strong communication, negotiation, and interpersonal skills.
- Ability to think strategically and execute tactically.
- Proficiency in CRM software and Microsoft Office Suite.
- Self-motivated, goal-oriented, and adaptable in a fast-paced environment.

### **Advantage**

- Experience of working within a Membership organisation.
- Degree in Business, Marketing, or a related field.

### **Working Hours**

This is a part-time role, working two days a week (14 hours a week).

There is some flexibility around which days are worked, for example this could be three days or across four / five days working reduced hours. Standard office hours are 9am to 5pm.

The role may require attendance at weekend and evening meetings throughout the year.

### **Additional Information**

- This role will be offered on a Hybrid work basis (1 day worked in the office and the remainder of the week can be worked remotely). When working remotely, the postholder will be required to work from home in an environment with a high-speed broadband.
- The office remains open from Tuesday to Thursday and is available for those who would prefer to work in the office environment or have difficulties working remotely.
- Hybrid working will be reviewed on an ongoing basis.

### **Remuneration**

The annual salary for this position will be a Band D (which ranges from £37,098 to £43,630 FTE to per annum), depending on experience. This would be pro-rata for the hours worked, (from £14,839.20 to £17,452.00).



### Additional Benefits

- **Flexibility;** this role can be worked on a Hybrid basis, (1 day in the office and the remainder can be worked from home). On days working in the office, employees have the option to adjust their start/finish time to avoid busy commuting times. More information is available in the ISTD Hybrid Work Policy.
- **25 days paid holiday** each year (plus the 8 public/bank holidays). In addition, 4 days between Christmas and New Year when our office building is closed; 37 paid days in total. ***This would be pro-rata for the hours worked (10 days annual leave and 3.2 bank holidays).***
- **Season ticket loan** available.
- **Employer Pension Contribution** matched up to 8%. You will be auto enrolled into the pension scheme after 3 months of employment. Employee contribution must be minimum 4% and is matched by ISTD to a maximum of 8% (although employees ca, (10 contribute more than 8%).
- **Employee Assistance Programme**, consisting of 24/7 telephone access to a trained counsellor, financial advisor or a nursing and midwifery council registered nurse. Access to the My Healthy Advantage App with live chat facility, wellbeing videos and articles, mini health checks, 4 week plans for lifestyle changes and a mood tracker.
- ISTD provides employees with **Life Insurance** benefit provided by MetLife. MetLife provides a death in service benefit, based on a multiple of three times your annual salary, bereavement and probate service to the family. This benefit is available to all employees after they have passed their probation and are below the age of 70 years.

### Training

You will be supported in the new role with an initial induction, followed by guidance on ISTD policies and processes to ensure they feel confident, fully informed and equipped to carry out their responsibilities.

### Equal Opportunities

The Society values diversity of thought and experience. We welcome applications from anyone regardless of their age, disability, ethnicity, heritage, sexuality, gender and socio-economic background. If you have any access needs or there are any barriers to access please let us know this in your application or if you would like to discuss any of this prior to applying please email: [recruitment@istd.org](mailto:recruitment@istd.org)

### Method of Application

Please send a letter of application and CV to [recruitment@istd.org](mailto:recruitment@istd.org)

The letter of application should summarise what you are able to bring to the role and how you meet the person specification. The successful candidates will also be required to provide details for two recent references that can evidence skills and suitability to carry out this role, (whether in an employed or voluntary capacity).

The closing date for this role is Monday 20<sup>th</sup> October 2025.