

Business Development Manager (12 month FTC)

Candidate Pack June 2026



Welcome from our CEO

Dear Applicant,

Thank you for your interest in the National Youth Agency (NYA).

The NYA is both the steward and champion for youth work and young lives are increasingly complex, as they transition from child to adulthood in a society shaped by rapid technological advancements, social change, climate change and unprecedented global challenges. The digital era has transformed communication, education, and employment, presenting boundless possibilities, yet also giving rise to concerns about screen time, online safety, and digital wellbeing. Furthermore, the Covid-19 pandemic has underscored the significance of resilience, adaptability, and mental health support for young people.

In these ever-changing times, the NYA remains adaptable, innovative, and responsive to the evolving needs of our young people and the extraordinary youth workers who support them. We believe in the power of youth work to help shape the future of young lives.

We are looking for candidates like you, who are passionate about the work we do. As part of the NYA team, you'll have the opportunity to help imagine and realise a stronger and more positive future for young people. You'll be committed to our mission and values and expand the range of skills and experiences within the organisation. We particularly welcome applications from candidates who will help NYA better reflect the diversity of the youth sector.

If you believe you possess the attributes, skills, and knowledge that would benefit our development we are excited to hear from you. We're committed to help you with your development, and the successful candidate will receive a full induction programme on all aspects of the NYA.

Join us and help us to continue transforming the lives of young people through youth work.

Yours faithfully,

Leigh Middleton
CEO



About Us

All young people deserve a productive, fulfilling future. Society needs the spark and energy of young people to make it tick, yet somehow thousands of young people feel blocked by the complex, sometimes disheartening challenges the modern world throws at them.

Youth work is the best methodology to unlock young people's potential by providing high quality support and opportunities. Skilled youth workers build relationships that support young people to explore their personal, social, and educational development. Youth work enables young people to develop their voice, influence, and place within society.

As the national body for youth work, NYA has a dual function. We are the professional, statutory, and regulatory body (PSRB) responsible for qualifications, quality standards and safeguarding for youth work and services in England. In line with our charity mission and aims, we also champion youth work through research, advocacy, campaigns, and programmes.

We work in partnership and believe in collaborative leadership, listening to youth workers and the youth work sector so that we can understand their needs and respond to the challenges they face. **We are ambitious for youth work and for young people** and integrate youth voice and influence across our work

NYA continues to work closely with government to inform policies with young people, and in support of regional youth work units, local authorities, and voluntary services across communities. We lead on workforce development for qualified youth workers, volunteers, and related professions.

The NYA places young people at the heart of all we do. That is why today 34% of our employees are young people collaborating to help make the big decisions that affect them.



OUR VISION

A world where every young person can access youth work



OUR MISSION

Enable more people to deliver great youth work



OUR PURPOSE

Enable great youth work to happen by setting the standards, growing the capacity and building the case to improve the quality and quantity of youth work in England

Our values



COLLABORATIVE

We connect to share, learn and grow. We know that together we are greater than the sum of our parts.



DETERMINED

We are ambitious for youth work and for young people and push ourselves to overcome barriers and open up new opportunities.



INCLUSIVE

We embrace, respect and value diversity in all its forms and act in a way that demonstrates this in all we do.



AUTHENTIC

We say what we believe and follow it up with action.



BOLD

We are evidence-informed and innovate to push boundaries.

Growth Directorate Overview

The **Growth Directorate** oversees all aspects of stakeholder engagement; business development and growth.

The NYA attracts regular interest from government departments, local authorities, and other public sector bodies, voluntary and private sector organisations, seeking our expert support in developing their services for young people. Through these routes we have developed an established and growing pipeline of enquiries around our expert support, quality frameworks, resources and consultancy and training services.

The Business Development Manager will work in our Business Development team to help us to continue to grow our pipeline and diversify revenue streams to support the continued growth of the NYA and enabling us to address the evolving needs of the youth work sector. This is both an exciting and challenging time for the youth work sector and young people and it is even more important than ever to ensure a sustainable future for both the NYA and the sector.

This business Development Manager role sits within our Growth Directorate and reports to our Head of Business Development.

We work hard, and we are committed to doing our best for youth work and young people at all times.

We create the conditions for great youth work to happen.

About the role and responsibilities

We are looking for an entrepreneurial and proactive Business Development Manager to develop relationships and opportunities with new clients, drive income generation and to grow the reach of the charity.

You will lead opportunities across competitive tenders, grant funding, commercial consultancy/training, and government contracts, flexing priorities as organisational demand requires. You will lead opportunities from prospect research through to submission, clarification, negotiation and mobilisation handover. You will seek and attract new commercial opportunities for the NYA to work with public sector, voluntary sector, and private sector partners, develop relationships with them while maintaining existing relationships. You will promote the NYA's quality framework, resources and consultancy and training services.

You will work with the wider Business Development team to identify strategic partners that will promote the work of the NYA, help us to secure income and increase our influence. These collaborations will go beyond the youth work sector, engaging constructive partnerships with providers and other stakeholders in the education, employability, and health sectors. In addition, you work closely with colleagues across the business to maintain these relationships and identify any additional income opportunities.

You will help deliver the NYA's mission by raising awareness of our services, supporting youth work providers to build quality and capacity, and enabling organisations to strengthen practice and deliver excellent services for young people.

Other duties will include market research, writing and developing business strategies and pitches, and identifying new business opportunities. You will work with our National Programme Manager, Programmes Team, Senior Leadership Team and colleagues from across the business.

The successful applicant will be resourceful, organised, and motivated to increase opportunities, enhance the charity's reputation and look for new and creative ways to market our products and services. A background in income generation, business development or relevant sales is strongly desirable. As is having experience of securing income through grants and tenders in the public or voluntary sector. Experience developing and managing a sales pipeline, working with high value clients and funders, and understanding the client and funder market would be an advantage.

No two days are the same in the NYA. We are creative, responsive and flexible, and work together to achieve our goals set out in the 10 Year Vision for Youth Work.

How that looks day to day

As a Business Development Manager you will be:

- Seeking and attracting new opportunities for the NYA to work with public sector, voluntary sector, and private sector partners.
- Identifying and assessing prospects across tenders, grants, commercial proposals and government frameworks/contracts.
- Developing win themes, evidence, pricing assumptions (where applicable) and coordinating with internal and external stakeholders to develop bids.
- Managing clarifications, presentations/interviews and negotiation stages with commissioners/funders/clients.
- Keeping pipeline and plans up to date and reporting progress/risks against targets.
- Developing relationships with and maintaining existing relationships with clients and funders.
- Taking bids through to close including final agreements and contract sign off.
- Promoting NYA products, resources, consultancy services and training offer.
- Delivering market research, developing business strategies and pitches, managing projects, and identifying new business opportunities.
- Working as part of the wider Business Development Team to achieve income targets
- Working with our youth work specialists and Programmes and Research teams and reporting to the Head of Business Development.

About You

The successful applicant will be energetic, resourceful, organised and motivated to increase income, enhance the charity's reputation and look for new and creative ways to market our products and services. A background in relevant income generation or business development is strongly desirable. Used to developing and managing a sales pipeline, working with high value clients, and understanding the funding landscape are key facets of the role. Our ideal Business Development Manager should have:

Essential:

- Income generation or business development experience within a related environment
- Experience and a strong track record in writing high value funding proposals, grant application and tender responses in the voluntary, public and /or related sectors.
- Experience of influencing and engaging multiple senior stakeholders
- Comfortable and confident in networking at events, and when communicating with senior stakeholders.
- Highly collaborative with ability to foster idea sharing/development between partners to drive innovation.
- Strong and proven track record of delivering commercial performance through sales and achieving income generation targets
- Action orientated and able to deal with multiple relationships effectively
- Creative and strategic thinker, able to challenge established ways of doing things
- Excellent networking, interpersonal, relationship building skills and stakeholder management
- Strong written and verbal communications skills
- Must be able to manage multiple and competing priorities and deadlines
- Ability to quickly adapt to change
- Team player

Desirable

- Knowledge of the youth work, voluntary or public sector

Our Commitment to Equality, Equity, Diversity and Inclusion

The National Youth Agency is an equal opportunities employer. Committed to equal opportunities policies. We welcome applications from all backgrounds so that our team mirrors the community we serve. We welcome applications from anyone regardless of disability, ethnicity, heritage, gender, sexuality, religion, socio-economic background and political beliefs.

We are committed to providing an inclusive experience for all those who want to apply, and we are committed to removing any barriers in our recruitment processes. So, during the application process we commit to:

- Paying for childcare whilst you are at interviews where these take place in person.
- Paying for your travel costs to the office and back for interviews held in person.
- Making any reasonable adjustments – for example ensuring sign language interpreter organised in advance if you'd like them.
- Providing this document in a word document format readily available to download.
- Offering a guaranteed first stage interview with for disabled candidates who meet the minimum requirements for the role.

Why work for us?

Our team members rated NYA **9 out of 10** as an employer **90%** would recommend working at NYA to their friends and family.

What our team say about working at NYA*:

'A great environment to work, with colleagues who I care for & who care about me'

'I feel INCREDIBLY supported & grateful to work for this fantastic organisation'

'Always willing to listen, providing trust & freedom as an employer'

*Source: NYA staff survey November 2023

- NYA operates as a people-first organisation, prioritising the well-being and needs of its employees.
- NYA offers an exceptional flexible working approach which encourages our team to balance professional responsibilities with their personal life.
- Predominantly a remotely based team, spread across England, fostering inclusivity and diverse talent. Despite geographical distances between team members, NYA maintains a highly motivated and connected team through the optimisation of digital tools.
- At NYA we have a shared vision and objectives and our team often express how our supportive work culture increases motivation and promotes teamwork and productivity.
- NYA is committed to supporting the continual personal and professional development of our team and helping them achieve their ambitions.
- We provide 25 days leave plus 8 days, life assurance scheme, 5% employer pension contribution and a comprehensive Employee Assistance Programme with unlimited specialist support.

Additional Information & How to Apply

Location – Home based/remote working

NYA has its home in Leicester which is available for staff to work or host meetings. We hold 2-day whole team residentials two to three times a year. These residentials are mandatory to attend and for relationship and team-building. This role may require travel to meetings, events and conferences at times.

Remuneration

£43,054 per annum (dependant on experience and qualifications).

Terms of Appointment – 12 Months Fixed-Term (Maternity Leave cover)

An offer of appointment will be made once candidates have been interviewed and will be subject to satisfactory completion of eligibility checks, including references, UK Right to Work and Enhanced DBS checks. If you are offered an appointment, you will receive a detailed summary of your main terms and conditions within your contract of employment. All roles have a six-month probationary period.

Hours

Full-Time 37 hours per week, flexible working.

Safeguarding

This role is subject to the provision of all child protection legislation, and all policies governing staff that work with children and vulnerable adults.

Our Support for You

We will provide a full induction and supported journey into the role.

If you wish to apply for this position

Please apply by completing this [application form](#) which will ask you to:

- Answer several questions to help highlight your suitability for the role and how you meet the requirements in the **About You** section. **Please note that these questions must be answered for your application to be considered.**
- Upload a detailed CV outlining your career history, roles, responsibilities and achievements.
- Complete a diversity monitoring – This is optional, and your data will at no time be connected to you or your application.

If you experience any difficulties applying via our online application process, please contact recruitment@nya.org.uk

Closing date: 26th June 2026 (we reserve the right to close this vacancy early)

Interviews: w/c 6th July 2026 (subject to change)

More about us

Discover more about the National Youth Agency and our work at: nya.org.uk