



Development Director (New Business) – Information Pack

Dear Applicant,

Thank you for requesting the application pack and for your interest in working for Impetus.

This pack contains all the relevant information you will need to apply for this role:

- Information about [the organisation](#) and [our values](#)
- Information about [the team](#) and [the role](#)
- The [job description](#) – [key responsibilities](#) and [person specification](#)
- Our [commitment to equality, diversity and inclusion](#)
- Details on the [application and recruitment process](#)
- [Terms and conditions and benefits](#) of working for Impetus

The closing date for receipt of completed applications is 23:59 on Sunday 20 September 2026.

If you would like to find out more about this role or have any questions regarding the recruitment process please contact recruitment@impetus.org.uk.



About Impetus

Impetus transforms the education and employment outcomes of young people from disadvantaged backgrounds.

We do this by using our deep expertise and high calibre networks to give the best nonprofits in these sectors the essential ingredients to have a real and lasting impact.

Through a powerful combination of long-term funding, direct capacity building support from our experienced team and our pro bono partners, alongside research and policy influencing to drive lasting systems change, we work towards a society where all young people can thrive in school, pass their exams and unlock the doors to sustained employment, for a fulfilling life.

You would be joining a team that is passionate, rigorous, determined, creative and warm. We care deeply for our colleagues, our portfolio partners and the young people we serve.

Impetus is a registered charity, and our charity number is 1152262.



About the team

The Philanthropy team raises income for Impetus and for Impetus partner charities. The team consists of 15 staff. Impetus has an annual income of c.£11 million which we are looking to grow significantly within the next few years. The team is led by two Directors of Philanthropy and Partnerships.

The Philanthropy team works with major donors, corporates and grant making trusts, as well as collaboratively with colleagues across the organisation to ensure we make a compelling case to generate new financial commitments and wider support for our work. The team also deliver a high-quality engagement programme of volunteering and pro bono for Impetus's corporate supporters.

Impetus is driven by a shared belief in tackling the barriers that hold back young people from disadvantaged backgrounds in education and employment. Alongside investing extensive financial and non-financial support in our charity partners through our Investment team we also seek to influence decision makers to design and implement evidence led policy and direct new resources to get young people the support they need through our Public Affairs team. We are resolutely focused on outcomes, driven by quality evidence.

You would be joining a team that is passionate, ambitious, determined and warm. We care deeply for our colleagues, our charity partners and the young people we serve.



Our Values

In 2022 the Impetus staff agreed the following set of Values to act as our guiding principles as an organisation and help us to remain focused on achieving our mission to support young people from disadvantaged backgrounds.

We are brave and curious

We are bold and brave in our pursuit of better outcomes for young people. We lead with curiosity and stay open to new perspectives. We support one another to take considered risks and learn together.

We bring high trust, high challenge

We build strong, long-term relationships through honesty, kindness, integrity, and respect. We create the space for open, constructive challenge, where colleagues, partners and supporters feel safe to speak up, hold each other to account, and bring their best in pursuit of our mission.

We are evidence led and results driven for young people

We pursue excellence for the young people we work with, are wholly committed to better outcomes, unapologetically results driven, and accountable for our actions.

We thrive through diversity

We seek to embed diversity of thought, background and experience in every aspect of our work. We are open, thoughtful and proactive in better understanding and challenging our assumptions to better deliver the change we seek.

We always seek collaboration

We will not succeed alone. We seek meaningful, productive partnerships with others to achieve our mission and drive systems change for young people.



About this role

The Development Director (New Business) provides strategic leadership for Impetus' new business development, prospect pipeline and high-value funding opportunities. The postholder will have responsibility for identifying, cultivating and converting new corporate, trust and foundation, and high-net-worth donor relationships, as well as continued relationship management for key, established relationships.

In 25/26, the Philanthropy and Partnerships team generated £11m in philanthropic income, alongside £2.8m in pro bono contributions. The Development Director will play a key role in delivering Impetus' growth ambitions, helping to increase philanthropic income to £14m by 2029.

Working closely with the Director of Philanthropy and Partnerships, the role will translate the fundraising strategy into clear new business priorities, pipeline plans and prospect engagement approaches, ensuring a strong flow of qualified opportunities and sustainable growth in high-value income.

Working closely with colleagues across Philanthropy and Partnerships, the postholder will personally lead and support significant six and seven-figure prospects and strategic funding opportunities, while overseeing the stewardship and retention of current partners.

Working collaboratively across the Philanthropy and Partnerships team and with colleagues across the organisation, the Development Director will ensure a joined-up approach to donor acquisition, pipeline development, prospect conversion and stewardship, maximising income, partnership value and long-term impact within the agreed fundraising strategy.



Job description

Title:	Development Director (New Business)
Team:	Philanthropy
Reports to:	Director of Philanthropy and Partnerships
Direct reports:	Head of Development, Senior Research and Insights Manager
Salary:	£70,438 per annum plus benefits
Grade:	4
Contract:	Permanent
Working hours:	Full time (37.5 hours per week) or part time (we are happy to consider requests for part time hours)**
Location:	Hybrid working – at least two days per week in the Impetus office (currently based in Charing Cross, Central London). We may ask you to come to the office three days per week during the first three months to help set you up well for success – ensuring you get the support you need to thrive. In addition to this, all staff are expected to attend regular Impetus in person events. These include staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working
Starting date:	As soon as possible

***We recognise the importance of a good work / life balance. We do everything we can to accommodate flexible working, including working from home, working part-time, job shares and other arrangements. Please let us know in your application or at any stage throughout the process (and beyond) if these are options you would like to explore.*



Key responsibilities

New Business, Pipeline & Conversion

- Personally lead on six and seven-figure level priority prospects and strategic funding opportunities, managing the full fundraising cycle from qualification to close.
- Work with trustees, senior volunteers, and networks to unlock introductions and new opportunities, providing clear support and follow-up to maximise success.
- Evolve Impetus' new business strategy, driving the identification, cultivation, and conversion of new high-value donor and partner relationships.
- Translate Impetus' impact, evidence base, and venture philanthropy model into compelling propositions for new audiences and sectors.

Strategic Relationship Management & Growth

- Own and oversee select donor relationships at six and seven-figure levels within the philanthropy portfolio, ensuring high levels of retention, satisfaction, trust, income growth and long-term value.
- Ensure your donors receive timely, consistent, high-quality and relevant engagement and communications throughout their relationship with Impetus.
- Work closely with the wider team to ensure a smooth transition between new business, and long-term stewardship.
- Ensure account plans for priority donors and partners include clear renewal and growth pathways; engagement and risk-management plans.
- Act as senior relationship owner where required, modelling strong stewardship and coaching the Head of Development and other colleagues to navigate complex or sensitive relationships.

Research, Insight & Pipeline Development

- Provide strategic leadership for the Research & Insights function, ensuring prospect research, donor intelligence and market insight inform fundraising strategy, pipeline development and organisational planning.
- Lead the strategic development of fundraising pipelines, ensuring focus on opportunities with the greatest potential for long-term income growth, impact and strategic fit.
- Ensure donor intelligence and prospect research are used effectively to identify, qualify and prioritise new funding opportunities.
- Maintain oversight of gift acceptance, due diligence and fundraising compliance in relation to fundraising opportunities, ensuring adherence to relevant regulatory requirements and organisational policies.

- Identify and escalate strategic, reputational or compliance risks associated with donors and partners.

Leadership and Team Performance

- Line manage and develop the Head of Development, providing strategic direction, coaching and performance oversight.
- Establish the Head of Development as the operational lead on new business, ensuring capability, succession and high performance across the wider team.
- Set clear objectives and success measures for new business growth, aligned to Impetus' wider income strategy.
- Build and sustain an inclusive, evidence-led and high-performing team culture that balances pace and ambition with quality, learning and collaboration.
- Build fundraising capability across your team through leadership, coaching and consistent, fair, and high-quality performance management, including objective-setting, feedback and development planning.

Pro Bono, Events, Volunteering & Partnership Value

- Ensure engagement opportunities, including volunteering, pro bono and events, strengthen strategic partnerships and support long-term income growth through strong collaboration with colleagues.

Operational Excellence, Governance & Risk

- Ensure new business activity complies with due diligence, gift acceptance and risk management requirements.
- Oversee accurate pipeline reporting, forecasting, and performance tracking, using Salesforce and other systems to ensure insights inform decision making.
- Work with Finance and Operations to ensure income is contracted, invoiced, and reported accurately and on time in line with financial controls.
- Identify and escalate strategic or reputational risks associated with prospective partnerships.

Cross-Organisational Leadership & Representation

- Act as a senior ambassador for Impetus, representing the organisation credibly with new donors, partners, and external stakeholders.
- Contribute to organisational strategy, income planning, and senior leadership discussions.
- Lead philanthropic work on Impetus funds including identifying funding opportunities and risks; shaping prospect pipelines; contributing to cases for support and donor presentations; and develop fund stewardship.

- Champion collaboration across the Philanthropy team, ensuring opportunities are shared, relationships are leveraged and expertise is used to maximise income and impact.
- Back Impetus' values, evidence-led approach, and commitment to equity, diversity, and inclusion across the Philanthropy team.

Strategic leadership

- Work in partnership with the Director of Philanthropy and Partnerships to contribute to the fundraising strategy.
- Translate strategic priorities into clear operational plans, objectives and delivery, ensuring new business delivers against organisational priorities, income targets and long-term growth ambitions.
- Provide strategic oversight of annual forecasting, budgeting, pipeline performance and resource planning, ensuring risks and opportunities are identified and addressed proactively.
- Maximise the contribution of trustees, committees, senior volunteers and wider networks to support strategic relationship building and new business development.
- Act as a trusted senior adviser to the Directors of Philanthropy and Partnerships, providing insight, challenge and solutions to strengthen organisational fundraising performance and capability.
- Deputise for the Director of Philanthropy and Partnerships where appropriate, within agreed delegations and priorities.
- Build a positive, collaborative and high-performing culture across the Philanthropy team, modelling Impetus' values and supporting continuous improvement.



Person specification

Essential

Fundraising & new business leadership

- Significant experience in major donor and/or corporate fundraising at six and seven-figure gift level, with a strong track record of securing new income and managing complex partnerships.
- Ability to lead and personally deliver the full fundraising cycle, from prospecting and cultivation through to solicitation, negotiation, and close.
- Proven experience of building, managing, and converting a new business pipeline, balancing ambition with delivery.
- Strong ability to leverage internal and external networks, including trustees, senior volunteers, and professional contacts.

Senior stakeholder engagement

- Experience of operating at a senior level and leading high value or complex stakeholder relationships (trustees, board members, senior external partners).
- Ability to influence and build credibility with senior audiences through clear, confident and evidence led communication.
- Excellent negotiation skills, with the ability to secure mutually beneficial outcomes while protecting organisational values and reputation. volunteers, and professional contacts.

Leadership & people management

- Proven experience leading and developing high-performing teams, including developing senior colleagues and building leadership capability.
- A strong track record as a collaborative senior team member, contributing beyond own area of responsibility and supporting wider organisational success.
- Ability to build a high-trust, high-challenge culture that supports excellence, inclusion, and learning.
- Strong performance management capability and ability to handle complex people issues, giving strategic feedback, and addressing underperformance constructively.
- Ability to deputise for the Director of Philanthropy and Partnerships when appropriate.

Strategic & intellectual capability

- Strong strategic thinker with the ability to translate agreed strategy and insight into clear plans and execute them effectively.

- Ability to grasp, interpret apply and communicate complex information and ideas, including Impetus' venture philanthropy and impact-led funding models.
- Evidence of an innovative and creative approach, with the ability to adapt in changing contexts.

Financial, operational & delivery capability

- Solid financial management, with experience contributing to budget-setting, managing agreed budgets, supporting forecasting and identifying efficiencies.
- Strong organisational skills and attention to delivery, with the ability to manage multiple priorities to a high standard.
- Able to use insight and data (including CRM systems such as Salesforce) to inform decisions and strengthen performance.
- Sound judgement in identifying, managing, and escalating risk, particularly in relation to donor relationships and reputation.

Communication, values & ways of working

- Excellent written and verbal communication skills, able to communicate clearly, persuasively, and with impact.
- Excellent relationship-building skills, with the ability to establish, maintain, and leverage relationships with key internal and external stakeholders.
- A strong commitment to Impetus' mission and to improving outcomes for young people.
- A clear commitment to equality, diversity, and inclusion, demonstrated through inclusive leadership and professional practice.

Desirable

- Experience working within venture philanthropy, impact investing, or systems-change funding models.
- Familiarity with private equity, professional services.
- Experience contributing to income growth, donor strategy or portfolio development within an agreed organisational fundraising strategy.
- Knowledge of the UK charity or social impact sector, particularly education, employment, or youth-focused work.
- Experience using CRM systems (e.g. Salesforce) to manage pipelines, performance, and forecasting.



Our commitment to equality, diversity and inclusion

We believe that a diverse workforce leads to an organisation that is more open, creative and gets better results.

We want our team at Impetus to represent the diversity of the people and communities we serve. We also want our team to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

We want to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good work/life balance. We do everything we can to accommodate flexible working, including working from home, working part-time job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you'd like to explore.

Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex and sexual orientation. We value diversity and welcome applications from people of all backgrounds.



How to apply

Please click [here](#) to apply.

You will need to:

- **Complete the online form** (including the equal opportunities monitoring form)
- **Upload a comprehensive CV and supporting statement**

The supporting statement should be no more than two sides of A4 and should address the criteria in the person specification.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission.

As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

The deadline for applications is 23:59 Sunday 20 September 2026.

Interview

First round interviews will take place: **week commencing 05 October 2026.**

Second round interviews will take place: **week commencing 12 October 2026.**

You will also be required to provide proof of your eligibility to work in the UK.

Personal Data

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

Terms and conditions and benefits of working for Impetus

We are committed to supporting staff in a range of way. The tables below detail some of the support provided:

Financial and Wellbeing Support		
Benefit	Details	Eligibility
Pay	We benchmark pay in the whole charities market and we set our pay line at the market upper quartile and pay our people in a range +/- 10%.	All staff eligible.
Pension	In line with auto enrolment legislation all eligible employees will be automatically enrolled into The Pensions Trust pension scheme. 5% employer contribution. 3% employee contribution.	All staff eligible.
Life Assurance	Four times salary.	All staff eligible.
Occupational Sick pay (OSP)	Six weeks full pay and six weeks half pay in rolling 12 month. Staff eligible from day one of employment.	All staff eligible subject to statutory requirements.
Health cash plan	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships.	All staff eligible.
Employee assistance programme	Health Assured provides a comprehensive employee support service which includes a 24/7 confidential helpline, counselling and bereavement support, financial, legal and medical information, Wisdom Mobile App and online resources.	All staff eligible.
Eye test vouchers	Reimburse for the cost of eye examination up to the value of £25 per annum.	All staff eligible.
Season ticket loan	Interest free - repayable over 10 months.	On completion of six-month probation period.

Financial and Wellbeing Support

Benefit	Details	Eligibility
Cycle to work scheme	Staff save up to 42% on a new bike, e-bike and cycling accessories through this salary sacrifice benefit and can spread the cost of their bike and accessories interest-free over 12 months.	All staff eligible.
Home and Tech Scheme	Staff save up to 8% on home and tech products at Currys and IKEA, through this salary sacrifice benefit and can spread the cost interest-free over 12 months.	All staff eligible.
BHN Extras	Staff discount site offering special perks for employees.	All staff eligible.
Give as you earn (GAYE)	Membership to scheme to enable employees to make donations exempt from National Insurance.	All staff eligible.

Work life balance

Benefit	Details	Eligibility
Flexible hours	10am to 4pm are core hours. Office hours are 8am to 6pm	All staff eligible.
Hybrid working/ work from home	Opportunity to work remotely and in the Impetus office. All staff are expected to attend at least two days per week in the office as well as regular Impetus in-person events such as staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working. More regular home working may be agreed through a flexible working request.	All staff eligible.

Work life balance

Benefit	Details	Eligibility
Annual leave	28 days plus bank holidays (this includes three days between Christmas and New Year) pro-rata for part time staff.	All staff eligible.
	Flexible bank holidays. Staff can choose to work on five of the UK bank holidays and use their annual leave on alternative days (except for those bank holidays that fall during Christmas Closure).	All staff eligible.
	Birthday leave – staff can take a day of leave on their birthday (or the closest available working day if it falls on a bank holiday or weekend)	All staff eligible.
	Ability to carry over a maximum of five days with any additional days to be at discretion of relevant member of SMT and Director of Finance and Operations and allowed only on an exceptional basis	Staff with three years service.
	After three years service staff will receive an additional two days annual leave (pro rata). Total entitlement 30 days per year.	Staff with three years service.
Unpaid leave	Option to request additional unpaid leave. Employees can request up to five days unpaid leave per year (pro rata).	All staff eligible (after one months service).
Charitable duties or volunteering	Four half days leave per year subject to agreement from line manager and HR.	All staff eligible.

Family Friendly

Benefit	Details	Eligibility
Maternity leave	Statutory Maternity Leave (SML) - 52 weeks.	All staff eligible subject to statutory requirements.

Family Friendly		
Benefit	Details	Eligibility
Maternity pay	Statutory Maternity Pay (SMP) – six weeks at 90% salary followed by 33 weeks at SMP rate.	Continuously employed for at least 26 weeks up to any day in the “qualifying week” (15th week before the child is expected).
	Occupational Maternity Pay (OMP) –13 weeks at full pay followed by 33 weeks at Statutory Maternity Pay (SMP) rate	Continuously employed for at least 52 weeks up to any day in the “qualifying week” (15th week before the child is expected).
Paternity leave	Statutory Paternity Leave (SPL) – two weeks.	All staff eligible subject to statutory requirements.
Paternity pay	Occupational Paternity Pay (OPP) – four weeks at full pay.	Continuously employed for at least 26 weeks up to any day in the “qualifying week” (15th week before the child is expected).
	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships.	Continuously employed for at least 52 weeks up to any day in the “qualifying week” (15th week before the child is expected).
Adoption leave	Statutory Adoption Leave (SAL) maximum 52 weeks.	All staff eligible subject to statutory requirements.
Adoption pay	Statutory Adoption Pay (SAP) six weeks at 90% followed by 33 weeks at SMP rate.	Continuously employed for at least 26 weeks up to any day in the week they were matched with the child.
	Occupational Adoption Pay (OAP) – 13 weeks at full pay followed by 33 weeks at Statutory Adoption Pay (SAP).	Continuously employed for at least 52 weeks up to any day in the

Family Friendly		
Benefit	Details	Eligibility
		"qualifying week" (15th week before the child is expected).
Shared parental leave	Statutory - maximum 50 weeks.	All staff eligible subject to statutory requirements.
Shared parental pay	Statutory Shared Parental Pay (ShPP) - maximum 37 weeks at ShPP rate.	Continuously employed for at least 26 weeks up to any day in the "qualifying week" (15th week before the child is expected).
	Occupational Shared Parental Pay (OShPP) - 9 weeks at full pay.	Continuously employed for at least 52 weeks up to any day in the week they were matched with the child.
Parental leave	Statutory - 18 weeks of unpaid leave.	All staff eligible subject to statutory requirements.
Compassionate leave and pay	Discretion of line manager (up to five days paid).	All staff eligible subject to criteria (which include, for example, closeness of family member in event of death in family).
Parental Bereavement leave and pay	Two weeks paid leave.	All staff eligible subject to statutory requirements.
Dependency leave and pay	Discretion of line manager (up to five days paid).	All staff eligible subject to criteria.
Carers leave and pay	One week paid leave	All staff eligible subject to statutory requirements

Professional Development		
Benefit	Details	Eligibility
Learning and development	A range of organisational and individual training and development opportunities. Budget - £750 is allocated to each individual annually, plus a central budget agreed annually.	All staff eligible.
Professional subscription	May be able to help - discuss with line manager and HR.	Relevant to role.
Professional qualification	May be able to help - discuss with line manager and HR.	All staff eligible.
Sabbatical leave	Opportunity to request up to three months unpaid sabbatical leave.	After 10 years' service.