



# Business Development and Special Projects Lead

- £40,000 - £45,000 per annum (depending on experience)
- Fixed term 12-month contract with potential to extend
- Closing Date: 11pm on Sunday, 22 February 2026, with first shortlisting from 13th February



## About Young Citizens

Young Citizens is a national citizenship education charity with over 35 years' experience inspiring active citizenship. We work across all UK nations delivering well-loved civic learning programmes including Mock Trials, the Big Democracy Lesson and the Make a Difference Challenge. As curriculum and policy change accelerates — including Votes at 16 — we are focused on ensuring active citizenship sits at the heart of how young people are prepared to participate in and protect a thriving democracy.

We believe that Britain's future depends on equipping the next generation with the skills, knowledge and confidence to participate actively in society. With democracy under pressure from many directions, our work has never been more important.

## Young Citizens in numbers

**14+** Young Citizens staff leading our national work, with a headquarters in London.

**1000+** professional volunteers give their time and expertise each year.

**100,000+** pupils took part in The Big Legal Lesson 2024 in England and Wales.

**300,000+** children and young people reached each year either through our training of their teachers, resources used in the classroom or our immersive programme.

## Why Join Us

### **Deliver an impactful mission with a passionate team.**

Young Citizens exists to strengthen democracy by equipping young people with the skills and confidence to take part in society. Our culture is collegiate, welcoming and ambitious, with a strong focus on collaboration and impact.

### **A results-driven culture with flexibility and strong benefits.**

We are building an excellent hybrid organisation with an agile, evolving approach to how we work. Benefits include 28+ days annual leave, volunteering days, holiday closure, and full pension contributions on the first 8%, alongside enhanced leave packages.

### **A chance to grow and develop.**

Over 60% of our team has progressed internally. As we enter a three-year development period, we recruit people who align with our agile, high-performing culture and who want to grow with the organisation as it scales.

### **A chance to leave your mark.**

We empower our people as decision-makers and designers of our work. We are looking for self-starters with strong professional skills who want to shape their area of the charity and contribute meaningfully to our future direction.

## The Role & Responsibilities

**Job Title:** Business Development and Special Projects Lead

**Start date:** ASAP

**Salary:** £40,000 - £45,000 per annum (depending on experience)

**Contract Type:** Fixed term (12-month contract with possibility of extension), Full-time (with options for compressed hours or 4 days per week).

**Responsible to:** CEO

**Location:** Central London, with hybrid working 3 days per week

**Benefits:** In addition to joining a friendly, committed and supportive staff team, Young Citizens offers a generous employee benefits package including:

- enhanced employer pension contribution
- 28 days annual leave plus Bank Holidays, holiday closure and volunteering days
- paid volunteering leave
- employee assistance programme
- enhanced sickness and maternity policies
- hybrid and flexible working options
- season ticket loan
- an opportunity to make a real difference to help children and young people benefit from quality, inspiring citizenship education!

## Your Purpose

This is an exciting role for someone who is driven, ambitious and energised by building corporate partnerships, shaping external relationships and contributing to organisational strategy.

As the **Business Development and Special Projects Lead** at Young Citizens, you will drive a critical year of income generation and strategic partnership development. Working closely with the CEO and senior team, you will play a central role in unlocking the income and visibility needed to deliver our three-year strategy. There is also strong contribution to and oversight of public affairs and charity messaging that engages our stakeholders.

In this role, you will innovate, build and turn ideas into funded, credible initiatives within a small, collaborative team. You will drive the growth and diversification of our income, strengthen key partnerships and raise the profile of Young Citizens. You will lead on business model development, grow and manage high value partnerships, and secure new funding opportunities that support long term sustainability and impact. You will also contribute to priority special projects with the CEO, including future business model design, strategic planning and public affairs, helping to strengthen our organisational position and influence across the sector.

As part of the senior leadership team, you will work closely with the CEO and senior colleagues to advance our mission and build meaningful relationships with stakeholders across sectors.

Young Citizens works at the intersection of education, democracy and civic life, and this role offers a unique opportunity to influence how active citizenship is funded, delivered and embedded across the UK.

## Who we are looking for...

**This role is not just open to traditional fundraisers or partnership managers.** You might come from a charity, social enterprise, consultancy, policy or start-up background but what matters most is your ability to confidently **progress a pipeline of opportunities, build partnerships, generate income and deliver results**

We are very interested in a wider pool of candidates from similar educational interventions, start-ups and programme design who have a knack for fundraising, partnership and developing business models. If you are a high-performer who wants to focus on corporate partnerships, external relations and business success, this role may be right for you—talk to us.

We're looking for someone who is:

- **Entrepreneurial and proactive**, with a strong interest in business development and income generation
- **Confidently able to design and deliver** on their ideas, instilling confidence and get results with high-level stakeholders
- Highly professional **writer and communicator**, able to produce strong proposals and pitch deck materials
- **Commercially aware**, with an ability to spot and shape fundable opportunities
- **Excels at working closely with senior stakeholders** including the CEO, able to predict needs and are responsive to what gets the best results
- **Organised and adaptable**, able to own multiple priorities in a small, fast-moving organisation
- Distinctly motivated and/or experienced in **social impact, education, democracy or civic participation**



## Role Responsibilities

Year 1 of this role will be focused on business model development, income generation and strategic partnerships. Working closely with the CEO and senior management team, you will help shape, test and secure new funding and commercial opportunities that position Young Citizens for long-term sustainability and impact. The special projects refer to the developmental design work on the future business model, charity strategy and public affairs this role can feed into over time.

Through working with our partners and delivering on development this role delivers:

### 1. Income and Fundraising

- Develop and lead income generation relationships to grow core and project funding for 2026 projects; secure existing contracts and project manage renewals
- Identify and pursue new funding opportunities with corporate partners, trusts and foundations.
- Fully manage and cultivate relationships with existing funders and sponsors, ensuring high standards of stewardship and reporting.
- Write compelling funding proposals, pitches and cases for support, drawing on organisational data and impact.

### 2. Stakeholder and Partnership Management

- Build and maintain strategic relationships with corporates, trusts, policymakers and sector bodies.
- Represent Young Citizens externally at networking events, meetings and conferences.
- Lead the development of high-value corporate partnerships, working closely with delivery teams to ensure alignment with programme goals.
- Explore innovative cross-sector collaborations, including skills-based volunteering, strategic CSR partnerships and co-designed projects.

### 3. Charity Profile and Communications

- Work with the CEO and Communications functions to raise the charity's profile with key audiences including our policy campaigns
- Shape messaging and positioning for fundraising audiences, aligning with the organisation's tone and brand.
- Develop promotional and pitch materials that articulate the value and impact of Young Citizens' work.
- Support cross-team efforts to ensure our programmes, partnerships and impact are communicated effectively to supporters.

### 4. Special Projects

- Input and help design scaling models of Young Citizens work and shape the overall business model
- Lead and manage external campaigns including key partnerships, sponsorships and 'Big Live' events that help raise profile
- Working with the CEO on PR and public affairs priorities that help increase the profile of our impact, programming and role in the sector.



- Help lead and execute convening of partners and sector stakeholders through various committees and working groups, such as the Public Legal Education Group with the Attorney General's Office.

## 5. Senior Leadership Team Collaboration

- Contribute to the strategic direction of the organisation as a key member of the senior leadership team.
- Support organisational planning, risk management, and income forecasting processes.
- Lead and line manage team members and consultants where relevant to business development goals.
- Champion Young Citizens' mission and values, contributing to a positive, inclusive and impact-focused working culture.

## Experience, skills and qualifications

### **Essential:**

- *Proven experience of income generation and/or business development, ideally within the charity, education or corporate responsibility sectors.*
- *Experience producing and executing business plans and income generation in a UK context or similar organisational context*
- *Proven success in securing income from corporate partnerships and/or trusts and foundations.*
- *Senior relationship-building and stakeholder management skills; quick study on understanding social impact areas and matching that with stakeholders*
- *Professional communication tone and style, with ability to write persuasive proposals and deliver pitches to a range of audiences.*
- *Able to work rapidly but with care and rigour to develop well-suited business models and outreach campaigns.*
- *Strategic thinker with experience developing or contributing to organisational strategy and planning.*
- *Confident and collaborative team player with experience of working at a senior level/with CEO.*

### **Desirable:**

- *Knowledge of the education, youth or civic participation sectors.*
- *Grant based fundraising with trusts and foundations*
- *Experience working in a small/medium-sized charity or start-up environment.*
- *Understanding of marketing, PR and communications as they relate to fundraising and partnerships.*

## Success in the first six months of this role will look like:

- Immediate management and confidence securing existing income contracts with corporate and funding partners of £200,000+
- Tactical, high-volume stakeholder engagement campaigns to increase sponsorship and new income opportunities
- Spearheading development of updated business modelling, pricing structures and income streams that help create a sustainable income base
- Professional operator that improves the processes they touch and keep organisational principles and priorities at the forefront

## What you might be asked about if you're invited to interview:

1. *What examples can you share of delivering corporate contracts and managing strategic relationships? What tactics do you use to keep commitments on track and ensure they meet financial targets?*
2. *How would you develop and evolve our sponsorship and investment opportunities for firms and partners who are passionate about supporting democracy-related work within their CSR priorities?*
3. *Can you talk us through a pricing and marketing strategy you've implemented that delivered strong, measurable results for your organisation?*
4. *How would you map out pricing strategies alongside grant-funding approaches so that we can continue offering our work free or heavily subsidised to the highest-need schools?*
5. *What experience do you have working with high-profile or high-calibre stakeholders—such as philanthropists, ambassadors or C-suite leaders? How have you successfully turned their interest or rhetorical support into meaningful contributions?*

## How to apply and key dates

To apply, **please submit a covering letter of no more than 2 pages as to your interest in this specific position** outlining your interest and how your experience aligns with the role's needs.

### Please note:

- Young Citizens welcomes applications from all qualified candidates regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, religion or belief, sex, or sexual orientation
- We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.
- Applicants must already have the legal right to work in the UK. Any offer of employment will be subject to the receipt of satisfactory references.
- Please note that we are unable to provide feedback to candidates who are not shortlisted for interview.
- All applications must include a tailored cover letter outlining your interest in and suitability for this role. Applications without a relevant cover letter cannot be reviewed, and we are unable to progress applications with no direct or transferable sector or role-related experience.

### **The closing date for applications**

The closing date for applications is **11pm, Sunday 22 February 2026**. However, we start reviewing applications from **Thursday 12<sup>th</sup> February**, so early submission is strongly encouraged. Please note that if the role is still advertised, it means we have not yet made an appointment. We reserve the right to close the application process early if a suitable candidate is identified.

### **Questions?**

If you have any questions about the role, please get in touch with [RecruitmentHR@youngcitizens.org](mailto:RecruitmentHR@youngcitizens.org) with the subject '**Business Development and Special Projects Lead**'.

**Please note that all applications must be submitted via Charity Jobs.**

