

JOB DESCRIPTION

JOB TITLE:	Director of Development
REPORTS TO:	Chief Executive
LEAVE:	24 days per annum pro rata
LOCATION:	London (HMP Brixton) or Manchester (HMP Styal, Cheshire). With some home working.
HOURS:	Full time
SALARY:	Commensurate with experience

ABOUT THE PRISON RADIO ASSOCIATION (PRA)

The Prison Radio Association (PRA) is an award-winning charity that has revolutionised the way we communicate in the criminal justice sector.

We developed and run National Prison Radio (NPR), the world's first national radio station for prisoners. NPR provides practical advice, support and inspirational content to people in prison, encouraging the audience to see prison as a place of positive change. The service is available in the cells of over 80,000 prisoners across England, Wales and Scotland via in-cell television.

We are also developing a brand-new digital channel called Straightline – to offer audio, video, animations and text to people impacted by the criminal justice system outside prison.

We are also a production company, creating bespoke campaigns, films, podcasts and audio packages to a wide range of clients, including national BBC radio networks, statutory bodies, government departments and the wider charitable sector. **We were named Independent Production Company of the Year at this year's Audio Production Awards.**

OVERALL PURPOSE OF JOB:

Joining the PRA's Senior Management Team at an exciting time, the Director of Development is a key role within the organisation, reporting directly to the Chief Executive.

Responsible for ensuring the organisation builds the partnerships and resources to increase its impact, the primary objective is to generate revenue for the charity. This is achieved through establishing and building on relationships with partner organisations from across the wider criminal justice and parallel sectors, overseeing the effective evaluation of the charity's impact and communicating that impact to clients and partners.

The role involves operating at a strategic level, supporting the Chief Executive and working closely alongside other senior management colleagues to design and deliver the charity's business plan.

Working in often unpredictable circumstances, the post-holder will play a pioneering role in ensuring the PRA maintains its reputation as an innovative, pioneering organisation whose work positively impacts the lives of many thousands of people touched by the criminal justice system each year.

KEY AREAS OF RESPONSIBILITY

- You'll be the PRA's senior outward-facing representative, building relationships with funders, commercial partners and other stakeholders. You'll be able to articulate clearly the value of partnering with the PRA.
- You'll be responsible for bringing commercial revenue into the PRA, driving business development, developing products and ensuring high-quality commissions are delivered on budget. You will have the support of an experienced production team.
- You'll have overall responsibility for the organisation's monitoring and evaluation processes, supported by a specialist Evaluation Assistant. You'll oversee gathering and processing of data, and you'll use that data to build the case for investment and partnership with the PRA.
- You'll take a lead in managing the PRA's crucial relationship with our primary partner, Her Majesty's Prison and Probation Service (HMPPS).
- You'll listen to partners and advise them on how the PRA can help them meet their objectives, and develop deliverable creative pitches and treatments, based on your extensive, in-depth understanding of media and how audiences interact with them.
- You'll oversee the creation and production of media products for commercial partners, ensuring they meet the organisation's extremely high quality values.
- You'll keep thorough, accurate records relating to partner accounts, including revenue and airplay data, and will feed into the organisation's overall evaluation strategy.
- You'll work closely with senior management colleagues to ensure all opportunities for partnership are acted upon.
- You'll seek out and drive opportunities to do business with key broadcast partners including the BBC, soliciting ideas from across the PRA team and helping to develop and pitch ideas through the BBC's regular commissioning rounds.

ABOUT YOU

The key to succeeding in this role is the ability to grow and nurture relationships for the mutual benefit of all involved, and in the process generate revenue for the PRA. You are the PRA's main outward-facing senior manager and your ability to develop these relationships is crucial in ensuring the PRA is reaching as wide an audience as possible.

You'll be an effective negotiator and you'll understand how to close a deal.

You'll report into the Board of Trustees via the Chief Executive, and your performance will be assessed on the net income you can bring into the charity.

You are an established leader with a solid understanding of the role media can play in supporting people. You'll likely already have experience working in a senior role within the media, criminal justice or charity sectors.

You'll possess a good understanding of how broadcast media can promote socially beneficial messages to their audiences. You'll know instinctively why advertising on National Prison Radio can bring benefits to partner organisations and to society as a whole.

You'll enjoy the challenge of nurturing relationships with existing partners and seeking out new ones. You'll use your enthusiasm and first-class communication and inter-personal skills to act as an ambassador for the PRA.

You'll have an understanding of how to distil a client's key messages into simple, captivating media.

You will also be experienced at working with commercial partners, have a solid understanding of sales, and a proven ability to develop and close deals with a wide variety of clients. You'll also be able to develop these commercial relationships through the lifetime of the transaction and beyond, to maximise the opportunities for repeat business.

You'll be passionate about the aims of National Prison Radio and have the ability to work with colleagues from across the wider criminal justice environment and beyond to achieve these aims.

You'll be managing expectations to build trust and loyalty with those you work with both inside and outside the PRA.

The role will require you to stand on your own two feet. You'll spend a lot of time working remotely from your manager and the rest of the team, so you must be able to keep that hunger to succeed and demonstrate results without constant supervision.

A sound knowledge of the behaviour of audiences, the specific needs and issues surrounding the prison population, and a strong understanding of public and current affairs are desirable for this role.

YOUR SKILLS AND EXPERIENCE

- Well-developed leadership and management skills over at least five years' work in leadership roles.
- Natural problem-solver and confident, independent strategic decision-maker; able to instinctively analyse problems and to identify and choose between possible solutions.
- Demonstrable experience of successful change management and evidence of introducing new ways of thinking and working practices.
- Track record of shaping and directing strategic development issues in an environment of comparable complexity.
- Good collaboration skills with experience of building successful partnerships.
- Strong influencing and negotiation skills, able to present sound arguments to convince others.
- Creative. Uses imagination, creativity and experimentation and showing openness to alternative ways of doing things.
- Editorial judgement. Demonstrates balanced and objective thinking based on experience of working across set editorial guidelines, target audience and programme objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- An understanding of the mechanics of an on-air campaign and how to realise and evaluate objectives through them.
- Adapts and works effectively and flexibly with a variety of situations, individuals or groups.
- Works accurately and strategically using excellent organisational and administrative skills to manage complex workloads, meet deadlines and respond flexibly to rapidly-changing priorities.
- Collaborating across boundaries, connecting processes and issues and building helpful, productive relationships across the organisation and beyond.
- Excellent communicator, dealing confidently and effectively with staff at all levels, and able to represent the PRA to other parties.
- Analyses gaps, data, and key influencers and translates analysis into practical action plans.
- Resilience, with high levels of self-motivation and enthusiasm and maintain personal effectiveness when under pressure.