



BUSINESS DEVELOPMENT MANAGER

DEADLINE FOR APPLICATIONS

13 April

POSITION START DATE

Ideally 20 April, with flexibility for a later start up to 5 May

JOB DESCRIPTION

Lucy Sparkles & Friends are looking for a new part-time Business Development Manager to grow our Early Years and Franchise businesses. This is a new role which is flexible, freelance and can be carried out from the comfort of your own home!

We are looking for a 'down-to-earth' individual with the ability to communicate the voice, ethos and objectives of our business with genuine passion and enthusiasm.

Franchise Business Development

Working alongside our Company Director and our Head of Brand, the successful candidate will lead and be responsible for our franchise marketing strategy, from initial research and positioning through to lead generation, nurturing and conversion. They will be responsible for planning and coordinating all franchise marketing activity across our business, ensuring a consistent and effective approach to attracting high-quality candidates, and supporting our recruitment and onboarding team to convert leads into successful partnerships.

The role will involve assessing target markets, identifying routes to market including third-party channels, overseeing campaign execution, and optimising our outreach based on these findings. The role will also involve working closely with our team to manage the candidate journey, ensuring strong communication, effective follow-up and a smooth conversion process to secure talented partners to run successful Lucy Sparkles & Friends businesses.

Early Years Business Development and Client Management

The successful candidate will also be responsible for developing our marketing strategy for, and client base in, the Early Years sector including nurseries, schools, children's centres and other care settings. This will involve assessing the market, identifying advertising opportunities, developing leads, arranging trial sessions, signing up new clients, confirming regular bookings and managing client retention at the outset of the relationship. This will be across the whole of the Lucy Sparkles UK market, not including existing franchisee areas.

Responsibilities include executing marketing campaigns through advertising, email, phone calls, and letters to secure trial sessions and new contracts, coordinating trial and regular sessions between teachers and clients, converting leads into partnerships, client retention, upselling sessions to existing clients, reselling to old clients and training our franchisees in business development.

Corporate Entertainment Business Development

This role has the potential to expand to encompass other areas of our business, including marketing to potential corporate clients and building corporate partnerships.

WHY JOIN LUCY SPARKLES & FRIENDS?

Our mission is to enrich the lives of young children through high-quality performing arts experiences, providing inclusive education and entertainment, that are both engaging enough to excite and educational enough to matter. Our activities nurture creativity, support overall childhood development and inspire a lifelong love of the arts.

And that starts with building a team who share that same passion.

This is a unique opportunity to play a key role in a growing international brand, while enjoying the freedom and flexibility of freelance work.

TRAINING

Training will be arranged by our Head of Operations, Dani Bizley, our Head of Nursery Partnerships, Alice Barlow, and our Founder/Director, Lucy Milan Davis, and will take place virtually or in person if mutually convenient.

HOURS

- Flexible hours, you choose when you work and where you work from.
- We envisage the Franchise Business Development function taking 2 - 4 hours per week in the initial research and planning phase, growing once we are ready to implement the new marketing strategy.
- Early Years Business Development averages 4 hours across the week in term time, and 0-4 hours a week in the academic holidays.
- There is the opportunity to extend the role to become a centralised business development resource for our Head Sparkles, which will increase available hours.

PAY

This is a freelance position paid at the recommended London Living Wage hourly rate. On top of that an attractive incentive bonus scheme, based on successful sign-up from new clients and franchisees, will also be available.

PERSON SPECIFICATION

Essential	Desirable
<ul style="list-style-type: none">• Confident and professional communicator, both written and verbal• Experience in sales, business development, outreach, marketing or lead generation• Ability to build relationships and convert leads into partnerships• Down-to-earth, positive and aligned with our values• Organised, proactive and able to work unsupervised with attention to detail• Passionate about Early Years education and the performing arts	<ul style="list-style-type: none">• Experience developing or contributing to a marketing strategy• Experience running or coordinating marketing campaigns• Experience managing clients or partnerships• Experience in Early Years, education or performing arts• Knowledge of the Lucy Sparkles & Friends brand