



**Safe  
Families**



**Home  
for Good**



# **HEAD OF BUSINESS DEVELOPMENT (NORTH ENGLAND REGION)**

**INFORMATION PACK**

**APPLICATION DEADLINE**  
Thursday 15 January

# INTRODUCTION

Thank you for your interest in the Head of Business Development (North England Region) post. This information pack outlines the role and provides information about Safe Families and Home for Good.

## SEEING CHILDREN & FAMILIES FLOURISH

At Safe Families and Home for Good, we have a vision rooted in hospitality, justice, belonging and collaboration. **Together, we hope for a society where no family feels alone, and every child has a home where they can flourish. We believe the Church is central to this vision.** Through our family support programme, we connect volunteers from local churches and communities with families who are isolated and overwhelmed. These volunteers offer friendship, practical help, and a listening ear – building relationships that restore dignity, reduce pressure, and help families stay together. It's grass-roots, relational, deeply personal and all about creating communities of true welcome and belonging.

At the same time, we walk alongside those exploring fostering, adoption, or supported lodgings - offering guidance, support, connection and advocacy. We want to see more people open their homes to children in care, and more churches equipped to wrap around those who do. Because, when children sadly do need to come into care, they deserve to be welcomed into homes and communities that are safe, stable and full of love.

Alongside delivering practical support, we're committed to systemic change. We take a hopeful, innovative approach, not just calling for change but demonstrating how it can be achieved. By amplifying the voices of children, young people, and families with lived experience we seek to bring transformation to the structures that can lead to families being isolated and children without support. And by



sharing the expertise and knowledge of our teams on the ground through training, courses and resources we ensure all are able to play their part in change.

We believe that deep and lasting transformation can only occur when we collaborate with others and so, through partnering with and equipping local authorities, policymakers, and faith communities, we reimagine what true care and community can look like.

**Join us, together we can create a society where no family feels alone, and every child has a home where they can flourish.**

**Kat Osborn and Tania Bright**  
Co-CEOs





**Our deep-rooted Christian faith is the foundation of our values, so we act with:**

## HOPE

**We believe that change is always possible.**

We sit with one another in the messiness of life, holding firmly to an attitude of hopefulness.



## COURAGE

**We champion justice and advocate for change.**

We step into challenging spaces, have difficult conversations, and remain steadfast in uncertainty.



## INTEGRITY

**We do what we say we will.**

We build authentic, transparent, and enduring relationships.



## COMPASSION

**We love the one in front of us with generosity, dignity and grace.**

We seek to ensure everyone is seen, heard, and valued.



## TOGETHERNESS

**We intentionally choose to work alongside others.**

We seek to partner, collaborate, and empower.



# THE NORTH REGION

The North Region covers the North East, North West and Yorkshire and the Humber. We currently have 16 partnerships with a range of Local Authorities and churches.

The regional team is made up of 44 members of staff and we have a resource bank of approximately 1500 volunteers. In the last twelve months the North Region has provided support to approximately 360 families.

You will be part of a caring and supportive team, who are all dedicated to inspiring and empowering churches and individuals to help them play their part in enabling families and children flourish across North England.

**MARK BUCHANAN**  
Regional Director



Figures accurate as of 1st December 2025







## TAM'S STORY

Tam had 2 young children when she needed to move into temporary accommodation for and her children's safety. She grew up in care and had no support network but desperately wanted to do the best for her children.

Safe Families were able to put 5 volunteers from 2 local churches around Tam and over a period of 18 months. They all played different roles in helping her gain the confidence she needed to start to thrive.

Peter and Vivienne would help look after the children and became like the grandparents they never had.

Ray and Sue helped Tam find a home and taught her how to look after the garden - they even built a shed together.

Mary would grab shopping for Tam and be someone she could speak to when she needed to connect.

Tam said "They were so supportive. I couldn't ask for more. When you are in a bad place they help make it positive. So you're not on your own."

### WATCH TAM'S STORY

Scan the QR code or visit [safefamilies.uk/tams-story](https://safefamilies.uk/tams-story)



# WHEN VOLUNTEERING OPENS NEW DOORS: ANNABEL'S STORY



**Annabel and her husband Justin always hoped for a larger family. Their two sons brought them joy, but the feeling that someone was missing lingered, reinforced one day when her youngest said, 'Mummy, I always feel like someone is missing.'**

That moment stayed with her. When friends at church shared their fostering experiences and gave them the Home for Good book, Annabel began to wonder if it could be right for them too.

A presentation at her church from Safe Families gave her a way to explore that possibility without committing straight away. After chatting with the team, her family began volunteering.

They were matched with a mum who had two children. For over a year, Annabel's family cared for the baby every other weekend so his mum could rest and spend time with her older daughter. Her sons embraced it, and Annabel built a strong connection with the mum, staying in touch long after formal support ended.

That experience gave them the confidence to take the next step. Annabel and Justin contacted Home for Good and were supported as they trained and became short-term foster carers for babies and toddlers. It suited their family well, and even brought out a nurturing side in their youngest son they hadn't seen before.

'Once we started foster caring,' shared Annabel, 'Home for Good employed their first worker in Wales where we were based. He was such a support to us.'

He helped them connect with a local network of foster carers and adopters, offering encouragement and shared understanding that made a real difference.

After fostering four children, the time came to step back. The experience had left a lasting mark. Annabel is now training as a social worker and continues to speak up for children in care as a Home for Good Church Champion.



# OVERVIEW OF HEAD OF BUSINESS DEVELOPMENT (NORTH ENGLAND REGION)

We are seeking a dynamic and experienced Head of Business Development to lead us forward at this exciting time as Safe Families and Home for Good continue to maximise the potential of our recent merger to one charity.

This role is pivotal in increasing our reach and impact across the UK for children and families by seeking out and maintaining partnerships which enable key activity to take place.

Reporting directly to the Regional Director, the Head of Business Development will provide strategic leadership and oversee the planning and delivery of all current and future contracts. With a blend of visionary relationship building and operational diligence, you will highlight the incredible impact of the activity of Safe Families and Home for Good in local area partnerships, maximising the opportunity for sustained and increased funding.

As a key leader in our Regional Team, you will work collaboratively with other regional and national leaders across all of our key departments, engaging with staff in a variety of roles in order to deliver our regional and national priorities. You will also oversee the operational functioning of the region.

This can either be a fully office based or a hybrid role, where you would be connected to one of our regional offices at an agreed pattern which offers the flexibility of working up to 75% from home.

You will also need the capacity for wider travel across the region, and at times across the UK, to meet the demands of this high-profile position.

## EMPLOYMENT INFORMATION

### JOB TITLE

Head of Business Development (North England Region)

### LOCATION

North England Region

### CONTRACT TYPE

This is a permanent contract. Subject to continued partnership funding.

### HOURS OF WORK

Part time 0.8 (30 hours)

### START DATE

Mar-26

### REPORTS TO

Regional Director

### SALARY

£ 32,065.00 - £ 37,065.00 (pro rata FTE 0.8 £ 25,652.00 - £ 29,652.00) Dependent on skills and experience.

### HOLIDAY ENTITLEMENT

36 days annual leave allowance (inclusive of bank holidays and Christmas closure), option to purchase additional leave and extra days added to your allowance with length of service. Pro-rated for part time staff.

### EMPLOYEE BENEFITS

After three months automatic enrolment into a generous salary sacrifice scheme with Aegon Retirement Choices. YuLife (Life insurance) and access to the employee assistance programme.

### PERIOD OF NOTICE

12 weeks notice by either party, following a successful probation period.

# ROLE RESPONSIBILITIES

## REGIONAL AND NATIONAL LEADERSHIP RESPONSIBILITY

1. Operate as a member of the senior regional leadership team alongside the Head of Engagement and Church Relationships and the Heads of Family Support, who are jointly responsible for monitoring and responding to the activity, performance and culture of the region
2. Represent the region and role at National Leadership Team meetings and speak into national strategy
3. Facilitate the delivery of national priorities and projects, ensuring the whole region is informed and empowered to do so
4. Work collaboratively with the three other regional Heads of Business Development across the UK to ensure consistency and sharing of good practice and innovation

## PARTNERSHIP GROWTH AND DEVELOPMENT

5. Work with the Regional Director to seek out potential opportunities for new partnerships with Local Authorities, Schools and other agencies
6. Confidently present and deliver information on the service and additional offers which Safe Families and Home for Good can provide to partners. Our current partnership offers include Family support, Care Leaver support, Fostering, Adoption and Supported Lodgings support and Kinship support
7. Oversee the logistics of establishing a new partnership from initial meeting to go live day, to ensure that:
  - a. All partner staff understand the agreed operational processes
  - b. All internal staff are equipped with the information they need
  - c. Internal referral and reporting systems have been adapted as necessary
  - d. Any necessary changes to the database and reporting website are in place, in consultation with the IT and Solutions team
8. Develop and improve service offer documents and proposals
9. Review and edit contractual agreements
10. Ensure contractual partnership agreements are counter signed and that all staff are aware of the agreed relevant KPIs
11. Ensure appropriate monitoring and evaluation procedures are agreed and in place for each partnership
12. Support the Referrals Team Leader to adapt to changing patterns and requirements for incoming referrals in the region
13. Take a lead on applying for tenders and other external funding opportunities



# ROLE RESPONSIBILITIES

## MANAGEMENT OF SERVICE

14. Lead on the contractual relationships with different local authority and education based partners
15. Take the lead on writing partner reports (quarterly and annual) that provide compelling reasons for partners to both continue and grow the scale and breadth of activity we deliver
16. Attend the quarterly review meetings, ensuring any actions following meetings are completed by the relevant person
17. Where appropriate, remain the contact with commissioning through the contract delivery
18. Respond to requests for data and information from partners as and when required

## LINE MANAGEMENT

19. Line management of the Referrals Team Leader and the Business Support Team (should this team grow) offering regular and high quality 1 to 1 support

## OPERATIONAL SUPPORT

20. Support in the smooth running of all offices including but not limited to:
  - a. Ensuring health and safety policies and procedures are understood and implemented in each of the 5 offices in the region, working alongside the office leads in these areas
  - b. Ensuring good relationships with landlords and other building users
21. Have oversight of all office rental agreements and invoicing, office equipment and communication rentals liaising directly with Head of Solutions and IT and Financial Controller
22. Coordinate the organising of regional team and regional leadership events and meetings
23. When required, ensure national communication is effectively disseminated across the region

## WHOLE TEAM WORKING

24. Positively influence and impact whole team culture by living out the values of Safe Families and Home for Good

# ROLE RESPONSIBILITIES

- 25. Participate in wider team life which may include occasional out of hours events such as volunteer evenings, training days and staff conference away days, and includes supporting an out of hours volunteer support phone line
- 26. Participate in the local, regional and national team networks, sharing good practice and supporting other colleagues. This may include completing crossover tasks as required which are within your skill set and agreed in discussion with your line manager
- 27. Ensure all communications and operations are reflective of the charity's commitment to diversity, equity, and inclusion
- 28. Take an active role in fundraising for the work of Safe Families and Home for Good. This includes, but is not exclusive to, engaging in finding monthly Financial Supporters, participating in sponsored events and helping connect to local businesses to establish corporate fundraising partnerships
- 29. Be a champion and advocate for the compassionate ethos of Safe Families and Home for Good which is rooted in the historic Christian tradition of showing kindness and hospitality to those in need



# PERSON SPECIFICATION

## REQUIRED CHARACTERISTICS

1. A deep commitment to the vision of Safe Families and Home for Good
2. A personal Christian faith which inspires others to work in a faith-filled way
3. An ability to form warm and trusting relationships quickly
4. A good level of self-awareness, strong in reflection
5. An ability to manage complex communications (internal and external) with intuition and discretion
6. An ability to inspire and enable great team working
7. A quick learner who is perceptive, teachable and humble

## REQUIRED EXPERIENCES, SKILLS, KNOWLEDGE AND QUALIFICATIONS

8. Excellent, engaging professional communication skills, both written and verbal.
9. Ability to present to senior professionals in statutory settings
10. Ability to work both alone and as part of a team
11. Ability to be responsive and calm when under pressure
12. Ability to use own initiative and be solution orientated
13. Ability to think strategically and consider both the immediate and long-term needs of an organisation
14. Good IT skills including ability to use Microsoft Office – outlook, word and excel
15. Ability to use a database and interpret data confidently, translating information into written impact reports effectively.
16. Experience of delivering a service or activity with KPI's
17. Experience of effective organisation and prioritisation in a pressured role
18. Experience of leading a team in any setting
19. Knowledge of the work of Safe Families and Home for Good it's impact on families and communities

## DESIRED EXPERIENCES, SKILLS, KNOWLEDGE AND QUALIFICATIONS:

20. Experience of line managing staff
21. Experience of marketing in any setting
22. Experience of working within a business-based role.
23. Lived experience within close or wider family of fostering, adoption or care experience

# PERSON SPECIFICATION

- 24. Knowledge of what Local Authority Childrens' Services are able to offer to children and families, including early intervention, edge of care, fostering, adoption and supported lodgings provision
- 25. Knowledge of the pressures relevant within Childrens' services and other partner settings (health, education)
- 26. A certificate, diploma or degree in a business and or management-based subject.



# FURTHER NOTES

## EQUALITY

Safe Families and Home for Good actively encourage applications from Black, Asian and minority ethnic background candidates

## SAFEGUARDING

Completion of the recruitment process will involve the candidate being screened through an Enhanced DBS check. A criminal record will not necessarily be a bar to obtaining a position. A copy of our Rehabilitation of Offenders policy statement is available on request from [recruitment@safefamilies.uk](mailto:recruitment@safefamilies.uk)

If applying for a role in Northern Ireland, the application to AccessNI is governed by the AccessNI Code of practice which can be found [here](#).

## OCCUPATIONAL REQUIREMENT

This post has been identified as having an "occupational requirement" under Schedule 9, Part 1, paragraph 1 and 3 of the Equality Act 2010 where it is a requirement that this post be filled by a Christian (currently active and committed to the Christian faith). All candidates must evidence they support the vision and values of the organisation.

## APPLICATIONS

To apply please complete the application form via our website prior to the closing date - Thursday 15 January  
[safefamilies.uk/vacancies](https://safefamilies.uk/vacancies)

If you would like to discuss this role further please contact **Mark Buchanan**  
[markbuchanan@safefamilies.uk](mailto:markbuchanan@safefamilies.uk)  
**07368880887**  
or email [recruitment@safefamilies.uk](mailto:recruitment@safefamilies.uk)

**START YOUR  
APPLICATION NOW**



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