



**Every woman deserves  
respect and support**



# **Director of Income Generation & Business Development**

## **Candidate Pack**



## Dear Candidate,

Thank you for taking the time to explore this opportunity. I hope what you've seen has sparked your interest.

I am proud to be the Chief Executive of Leeds Women's Aid (LWA). With almost 30 years working to end violence against women and girls, my commitment to this work remains as strong and urgent as ever. What continues to inspire me most is the calibre, dedication and integrity of our people, our teams and our Board, who make this work both demanding and deeply meaningful.

We are a women-led, values-driven organisation, rooted in women-centred practice and feminist leadership. We are ambitious about our impact and clear about our purpose. I am keen to hear from candidates who share our values, are motivated by social justice, and want to use their skills to help shape the future of a growing, influential charity.

Over recent years, LWA has experienced significant growth and transformation. We are now preparing to launch our next three-year strategy in April 2026, setting out three clear pillars of ambition to guide our work in the next phase. This is an opportunity to consolidate what we do well, innovate, and extend our reach and influence.

Income generation is a critical part of this journey, but it is never the whole story. Our work is led by women, informed by the voices of those we support and shaped by the communities we serve. How we build relationships, communicate our impact and engage people meaningfully is central to our continued success.

Our services have expanded significantly, enabling us to support more women and girls through innovative, high-quality programmes. We are recognised leaders in our field, using our expertise and evidence to influence policy and practice across Leeds and the wider region.

As violence against women and girls is increasingly recognised as a national emergency, we are well-positioned to engage strategically with the Government's VAWG agenda. This role offers a real opportunity to contribute to that influence while ensuring the organisation remains financially resilient and future-focused.

We are looking for a collaborative, strategic leader who wants to work alongside us to deliver a future that is women-centred, feminist-led and safe. Your insight, creativity, and leadership could play a pivotal role in delivering our ambitions beyond 2026.

Leeds was named the most generous city in the UK last year by JustGiving; and I agree, it's a brilliant place to live and work. The question for us now is: how do we harness that generosity, build deeper relationships and translate it into sustainable impact?

If this opportunity excites you, I encourage you to apply. Your leadership could make a tangible, lasting difference in the lives of women and children across the city and the region.

I look forward to hearing from you.

**Nik Peasgood**  
Chief Executive



## What We Do

**LWA is the largest women's charity in Leeds. We provide comprehensive support for women and families affected by domestic, sexual, and honour-based violence, forced marriage, trafficking, stalking, and harassment. While we remain dedicated to a feminist approach, our services have expanded to include support for men and transgender people through commissioned partnerships.**

**We lead several key initiatives, including:**

- The Leeds Domestic Violence Service (LDVS) Consortium
- The Women & Girls Alliance - Leeds (W&GAL)

Our services include emergency refuge accommodations, flagship independent refuges, an Independent Domestic Violence Advocacy (IDVA) service, a 24/7 helpline, community-based programs. We also deliver initiatives such as the Women's Night Safe Space and Ask for Angela. LWA continues to advocate for policy change and lead strategic partnerships across Leeds to enhance women-centred support services. This includes the Sanctuary Support Team (SST), as well as the LDVS Voices project, working collaboratively with partners to obtain and share the views of victims-survivors of DV & A across Leeds from a range of people, including women, men, LGBT+ people and children and young people.

LWA continue to have a positive presence within the local community through our charity shop. We have a loyal customer base and our shop receives high-quality donations, for which which we are sincerely grateful. We offer a unique additional service, whereby our retail manager arranges special shopping events for groups of residents from our refuges, where they can come to the shop and choose whatever they like, for free.

We have an ambitious and interactive website: [www.leedswomensaid.org.uk](http://www.leedswomensaid.org.uk) along with socials on **X, Instagram, Facebook, LinkedIn and Bluesky**.

## Our Impact

**2,700+**

people received individualised support following referrals to our services

**181**

women and children were supported in our refuge accommodation

**168**

helpline contacts were received on average each week

**13,000**

requests for support were made via phone, email, webchat, or referral

**99%**

said they were better able to recognise abusive behaviour following our support

**98%**

of people said our support met their needs effectively



## Our Values

### Be Courageous

- We are honest, inventive & have the integrity to challenge perceptions & practice.
- We are encouraging & empowering of each other to be courageous & brave.

### Be Exceptional

- We are experts in our field & proud of having a women-centred approach.
- We are pioneers & leaders, striving to perform & innovate.

### Be Inspirational

- We are proud of our creativity & how we motivate, listen, empower & support each other.
- We are encouraging & lead by example to achieve the best.

### Be Inclusive

- We are diverse, welcoming, approachable & inclusive in as employers, service providers & people.
- We promote unity, fairness & respect.

### Be Responsive

- We are collaborative, aware, compassionate & sensitive.
- We adapt our approach to meet changing needs.

## Our Key Principles

- To challenge and support each other to be exceptional by being curious about different ways of doing things thinking beyond our roles, and embracing learning and development in all its forms.
- To be courageous enough to demonstrate humility and vulnerability, and to approach failure with curiosity rather than criticism.
- We welcome, accept and include everyone based on inherent worth and value, enabling divergent thinking in an inclusive environment.
- We believe that everyone has the potential to be inspirational both in what they do, and the way they do it.
- Through our compassionate lens, we find solutions by being responsive, agile and adaptable.



## Job Description & Role Profile

**Job Title:**

Director of Income Generation & Business Development

**Reports to:**

Chief Executive Officer

**Senior Leadership Team:**

Member of the Senior Leadership Team

**Direct Reports:**

- Fundraising Officer
- Communications & Marketing Manager
- Retail Manager, LWA Charity shop

**Salary/Hours/Location:**

- £55-60k
- 35 hours per week
- Based at Head Office, LS14, hybrid working policy applies

## Role Purpose

**To provide strategic leadership for all income generation and business development activity, including marketing and communications, ensuring LWA secures sustainable, diversified income in a way that is ethical, transparent, and consistent with our charitable purpose, values, and public accountability.**

The role drives long-term financial growth, strengthens external engagement, and aligns income development with organisational strategy, while exercising responsible stewardship of charitable resources and upholding the principles of integrity, accountability, and openness.

As a member of the Senior Leadership Team (SLT), the postholder contributes to collective leadership, supports effective governance, and ensures income-related decisions meet the standards set out in the Charity Governance Code and the Nolan Principles of Public Life.





# Key Responsibilities

## Strategic Leadership and Stewardship

- Develop, own, and deliver a multi-year income generation and business development strategy aligned to LWA's strategic plan and charitable purpose.
- Lead income diversification to strengthen organisational resilience and reduce reliance on any single funding source.
- Providing assurance to the CEO and Board on performance measures, outcomes, risk, and impact.
- Contribute to the collective leadership of the organisation as a member of the SLT, supporting strategic decision-making, risk management, and organisational assurance.
- Horizon scan on areas relevant to both the organisation and own responsibilities and communicate internally on the knowledge gained.
- Create trust and build effective working relationships.
- Translate strategic priorities into clear frameworks, milestones, and measures of success across the organisation.
- Exercise stewardship of charitable resources, ensuring income strategies balance opportunity, risk, and public trust.
- Act as a steward of charitable funds, balancing ambition with ethical responsibility, proportionality, and public trust.

## Commitment to Women-Centred Practice

- Demonstrated commitment to, and understanding of, women-led and women-centred support services, including the importance of trauma-informed, inclusive, and empowering practice for women and girls.
- Ability to lead and represent an organisation whose work is rooted in women's lived experience, ensuring values, language, and decision-making reflect women-centred principles.

## Income Generation and Fundraising

- Provide strategic oversight of all income streams, including grants, trusts and foundations, statutory contracts, philanthropy, partnerships, commercial activity, and retail.
- Ensure all fundraising and income activity is compliant with charity law, fundraising regulation, contractual obligations, and organisational policy.
- Maintain robust income pipelines, forecasting, and performance monitoring to balance short-term delivery with long-term sustainability.



### **Business Development and Commissioning**

- Identify, develop, and secure new commissioning and business development opportunities aligned to organisational mission, capacity, and impact.
- Work collaboratively with the Director of Services & Engagement and Director of Strategy, Partnerships & Influence to ensure opportunities are viable, deliverable, and strategically aligned, ensuring that no major opportunity is pursued without input from all three roles and no income decision is made without regard to quality, safety, and reputation.
- Oversee bid development processes, ensuring quality, competitiveness, transparency and appropriate risk assessment.

### **Marketing, Brand, and External Engagement**

- Provide strategic leadership for marketing, brand, and external engagement to support income growth and organisational reputation.
- Ensure external communications are accurate, values-led, and reflective of organisational impact, maintaining confidence among funders, partners, and the wider public.
- Build and maintain strong relationships with funders, commissioners, donors, and strategic partners, enhancing organisational reputation and influence.

### **Retail and Trading Leadership**

- Provide strategic leadership and direct line management for the organisation's charity retail operation, including the Retail Shop Manager, ensuring clear accountability, support, and integration within the wider income function.
- Develop and oversee a sustainable retail growth strategy that aligns with the organisation's values, public benefit, and overall income generation and business development objectives.
- Provide oversight and assurance on retail performance, risk, and compliance, supporting continuous improvement while maintaining public trust and organisational reputation.

### **Leadership, Accountability, and Transparency**

- Lead and develop income-related teams, promoting a culture of accountability, collaboration, and continuous improvement.
- Ensure effective performance management, clear objectives, and values-led leadership practice.
- Promote a strong safeguarding culture and ensure all income-related activity reflects the organisation's safeguarding responsibilities.
- Model values-led, inclusive, and ethical leadership at all times. Provide clear, timely, and transparent reporting to the CEO, SLT, and Board to support effective governance and trustee oversight.



### Governance, Risk, and Compliance

- Ensure all income generation and business development activity complies with charity law, the Fundraising Regulator Code of Practice, the Equality Act 2010, contractual obligations, and organisational policies.
- Identify, manage, and escalate income-related risks appropriately, supporting trustees in fulfilling their fiduciary duties.
- Operate with openness, integrity, and accountability, consistent with the Nolan Principles of Public Life and the Charity Governance Code.

## Person Specification

### Experience

- Senior-level experience in income generation, fundraising (unrestricted, designates and restricted funds), business development, or commercial growth within the charity, public or third sector.
- Proven track record of securing and growing diversified income streams responsibly and sustainably.
- Experience of developing and delivering income strategies aligned to organisational strategy and governance requirements.
- Experience of leading or overseeing marketing, communications, and/or charity retail functions as part of a wider income generation or sustainability and growth portfolio.
- Experience of working with Boards or Trustees, providing clear information to support effective oversight.

### Skills and Competencies

- Strong strategic and commercial acumen, combined with sound judgement and risk awareness.
- Ability to balance income ambition with ethical responsibility, public accountability and regulatory considerations (including charity SORP).
- Credible, inclusive and values-led leadership style.
- Excellent influencing, negotiation, and relationship-building skills.
- Strong analytical, forecasting, and reporting capability.
- Ability to provide strategic leadership across income generation, marketing, communications, and retail, ensuring a coherent external profile and joined-up approach to growth.
- Strong understanding of how brand, communications, and supporter experience contribute to sustainable income and public trust.





#### **Values and Conduct**

- Demonstrates commitment to LWA values and the Nolan Principles in public office: selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.
- Operates with professionalism, discretion, and respect for confidentiality.
- Strong commitment to equity, inclusion, safeguarding, and victim-survivor-centred practice.

#### **Additional Information**

- The postholder will be expected to uphold the Charity Governance Code and contribute to a culture of effective governance and ethical leadership.
- The role requires flexibility to meet organisational and strategic demands.

## **Equality, Safeguarding, and Occupational Requirement**

**The organisation is committed to equality, diversity, and inclusion and to creating a working environment free from discrimination, in line with the Equality Act 2010.**

- Due to the nature of the services provided and the population supported, this post is subject to an Occupational Requirement under Schedule 9 (Part 1) of the Equality Act 2010, and therefore the postholder must be female. This requirement is applied lawfully and proportionately, reflecting the organisation's provision of specialist women-centred services and the need to maintain safety, trust, and authenticity in leadership and external representation.
- Appointment to this role will be subject to safer recruitment checks, including satisfactory references, right to work verification, and a Disclosure and Barring Service (DBS) check at the appropriate level.
- The postholder will be expected to uphold LWA's Code of Conduct, Safeguarding Policies, and values at all times, and to act as a role model for inclusive, ethical, and professional behaviour.
- Reasonable adjustments will be made to the recruitment process to ensure accessibility for candidates with disabilities or long-term health conditions.

