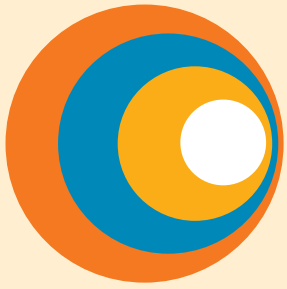




Outreach Business Development Manager

Job Description & Person Specification

June 2026



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About BeyondAutism

Our vision

A world where every autistic learner belongs, succeeds and shapes their own future.

Our mission

To ensure every autistic child and young adult accesses the education and support they need to belong, succeed, and lead lives full of opportunity, choice and independence.

Founded by parents in 2000, we provide a continuum of support from Early Years through Post-19, alongside outreach, training, and our pioneering BeyondAutism Fast Responder service. We combine direct education for children with the most complex needs with national training, resources, and policy influence – creating a blueprint for inclusion that can be scaled across the country.

At the heart of our approach is a deep understanding of behaviour – recognising it as communication and as a reflection of environment and need. Too often, scientific principles have been misapplied in ways that prioritise compliance over the individual’s voice. We reject any practice that seeks to suppress identity; instead, we celebrate individuality and apply behaviour analysis in a positive, ethical, and person-centred way – supporting choice, independence, and outcomes that enhance quality of life.

Our values

At BeyondAutism we are:

Dedicated to delivering excellence

Developing expertise, outstanding services and positive engagement, always seeking to go above and beyond expectations.

Committed to understanding behaviour

Contributing to research and ensuring our staff continually develop and share best practice that ensure aspirational outcomes are achieved for autistic individuals.

Respectful

Embracing diversity, showing integrity, acting with compassion and always treating people with dignity.

Proud to challenge

Listening, changing thinking, shifting attitudes and educating.



Job overview

To lead the generation of new business opportunities and strategic partnerships for BeyondAutism’s Outreach Services, increasing the reach, influence and sustainability of the organisation’s specialist autism education expertise.

Working closely with the Head of Outreach Services, Outreach Leads, Marketing and Communications, and Finance, the post-holder will develop a strong pipeline of prospective clients, convert opportunities into income-generating work, and support the development of marketable service offers that meet the needs of schools, local authorities, multi-academy trusts and other organisations.

The role ensures that Outreach Services has the commercial focus, relationship management, systems and market insight required to achieve sustainable growth, while maintaining the quality, values and reputation that underpin BeyondAutism’s work.

What we can offer you

You can find a very rewarding career with BeyondAutism. As well as being part of a team delivering life-changing services, we offer multiple and generous benefits to employees.



Pension scheme *

We offer a competitive pension scheme via salary exchange of 3, 4 or 5% and match your contribution.



Hybrid and flexible working

Charity staff have the option of hybrid and flexible working. To be agreed with HR and the department head.



Season ticket loan *

We can loan you the cost of your season ticket, repaid through monthly salary deductions for the period of the season ticket or less. Maximum period 12 months.



Bicycle loan *

We can loan you the cost of purchasing a bike for the purpose of cycling to work, repayable over a period of 12 months or less.



Continuing Professional Development (CPD)

Further education opportunities including Masters, RBTs, diplomas and certificates; and opportunities for membership for relevant professional bodies.



Professional Membership fees

Reimbursement of the cost of annual professional membership fee where continued membership registration is a requirement of your role.



Onsite counsellor

One counsellor working across our sites offering confidential 1:1 counselling sessions.



Perkbox

Access to an online perk scheme which gives you your pick of over 200 great discounts and freebies such as a free monthly hot drink from Cafe Nero, discounts on high street shopping and great price cinema tickets.



Employee Assistance Programme

Free access to a 24/7 confidential counselling support, including opportunity for face-to-face support.



Employee Referral Programme

Generous £400 thank you payment when you refer somebody into one of our open vacancies.



Eye care vouchers

Vouchers to cover the cost of an annual eye examination and single-vision spectacles, if needed.

Benefits marked with (*) are contractual benefits open to staff who have been in post for three months or more.

Department Context and Role Purpose

Department Context

BeyondAutism is an education charity supporting autistic children, young people and adults through its schools and services.

The purpose of Outreach Services is to extend the reach and impact of BeyondAutism's expertise beyond its own direct provision. The department develops and delivers specialist autism education, training, consultancy and support services to external organisations.

Outreach Services primarily operates within a B2B context. Its customers include local authorities, schools, multi-academy trusts, education providers, charities, care providers and other organisations supporting autistic individuals.

The objective of the department is to increase BeyondAutism's reach, strengthen its sector influence, improve outcomes for autistic individuals beyond its own settings, and generate sustainable income through clearly defined, high-quality services and products.

Role Purpose

The Outreach Business Development Manager will be responsible for generating new leads, building external relationships, developing a strong sales pipeline, and converting BeyondAutism's specialist expertise into clear Outreach opportunities, client-facing offers and paid work.

The role has been created to bring dedicated sales, commercial, relationship-building and productisation expertise into Outreach Services. The postholder will work closely with the Head of Outreach Services, Outreach Leads, Marketing and Communications, and Finance to develop business opportunities, support the creation of marketable service packages, improve conversion rates, and provide clear income and pipeline reporting.

The postholder will work with organisations such as local authorities, schools, multi-academy trusts, education providers, charities and other partners. The focus will be on relationship-led B2B sales, consultative business development, pipeline management and the commercial positioning of BeyondAutism's expertise.

A key part of the role will be to ensure that Outreach Services has the systems, follow-up, commercial discipline and stakeholder relationships needed to grow sustainably. This includes managing CRM activity, supporting pricing and proposal development, coordinating commercial information, maintaining accurate records of opportunities and providing market insight to inform future service development.

The postholder will also be expected to develop a strong understanding of Outreach's products, market, client base, income model and growth opportunities. Over time, and subject to performance, capability and organisational need, the role may provide a potential progression route towards wider Outreach leadership.



About the role

Key accountabilities

The postholder will be accountable for:

- Generating new leads and business opportunities for Outreach Services;
- Converting BeyondAutism's expertise into clear Outreach opportunities, client-facing offers and paid work;
- Supporting the development of clear, marketable and repeatable products and service packages;
- Managing the sales pipeline and improving conversion rates from enquiry to signed agreement;
- Identifying and developing long-term relationships with existing and prospective schools, local authorities, multi-academy trusts, charities, education providers and other partners;
- Managing CRM records, maintaining clear records of prospects, proposals, follow-ups and confirmed work;
- Working with Finance to support pricing, proposal development, invoicing, contract tracking and income reporting;
- Providing market intelligence to inform future Outreach service development;
- Producing regular pipeline, income and conversion reports for the Head of Outreach Services;
- Liaising with Outreach Leads to confirm delivery capacity, specialist input and client requirements;
- Supporting the long-term growth and sustainability of Outreach Services, helping BeyondAutism increase its reach, profile and income through B2B activity

Business development and relationship management

- Identify and generate new business opportunities for Outreach Services.
- Build and maintain relationships with schools, local authorities, multi-academy trusts, education providers, charities, care providers and other relevant organisations.
- Develop a proactive pipeline of prospective clients and partners.
- Understand the needs, challenges and priorities of external organisations and identify where BeyondAutism's expertise can add value.
- Represent Outreach Services professionally at meetings, networking events, conferences and sector events.
- Identify opportunities for repeat business, referrals and longer-term partnerships.

Product development and marketable service offers

- Identify and generate new business opportunities for Outreach Services.
- Build and maintain relationships with schools, local authorities, multi-academy trusts, education providers, charities, care providers and other relevant organisations.
- Develop a proactive pipeline of prospective clients and partners.
- Understand the needs, challenges and priorities of external organisations and identify where BeyondAutism's expertise can add value.
- Represent Outreach Services professionally at meetings, networking events, conferences and sector events.
- Identify opportunities for repeat business, referrals and longer-term partnerships.

Sales pipeline, CRM, and conversion

- Manage the sales pipeline from initial enquiry through to proposal, agreement and confirmed work.
- Qualify opportunities to ensure they are aligned with BeyondAutism's expertise, values, capacity and income objectives.
- Maintain accurate CRM records of prospects, proposals, follow-ups, confirmed work and future opportunities.
- Follow up enquiries, proposals and service level agreements in a timely and disciplined way.
- Monitor conversion rates, lost opportunities and pipeline risks.
- Produce regular pipeline, income and conversion reports for the Head of Outreach Services.

About the role

Pricing, proposals and income coordination

- Work with Finance to support pricing, proposal development, invoicing, contract tracking and income reporting.
- Ensure proposals are clearly scoped, commercially sound and aligned with agreed pricing structures.
- Track issued proposals, service level agreements, purchase orders and confirmed income.
- Identify commercial risks, including under-pricing, unclear scope, delayed decisions, low conversion or capacity constraints.
- Support the development of consistent pricing, proposal and contract processes.
- Provide clear commercial information to support income planning and decision-making.

Internal collaboration and delivery planning

- Liaise with Outreach Leads to confirm delivery capacity, specialist input and client requirements.
- Ensure proposed work is realistic, appropriately scoped and supported by the right professional expertise.
- Support a smooth handover from proposal stage into delivery.
- Work with Marketing and Communications to promote Outreach products clearly and professionally.
- Work with Finance to ensure pricing, invoicing and income tracking are accurate and timely.
- Contribute to a collaborative, professional and solutions-focused team culture.

Safeguarding, compliance and professional standards

- Follow BeyondAutism's safeguarding, data protection, health and safety, confidentiality and financial procedures.
- Escalate any safeguarding, quality, delivery or reputational concerns promptly.
- Ensure business development activity does not compromise quality, safeguarding, professional standards or BeyondAutism's values.
- Complete required training and represent BeyondAutism professionally at all times.

KPIs

- Performance in the role will be assessed against measures such as:
 - number and quality of new B2B leads generated;
 - growth and strength of the sales pipeline;
 - enquiry response and follow-up times;
 - proposal conversion rates;
 - value of confirmed work;
 - repeat business from existing organisational clients;
 - accuracy and completeness of CRM records;
 - quality and timeliness of proposals and follow-up activity;
 - contribution to income targets and sustainable service growth;
 - quality of internal coordination with Outreach, Marketing and Finance;
 - contribution to productisation, pricing and market positioning;
 - ability to identify market opportunities and commercial risks.



What you will bring to the role

	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> • Good standard of education, including strong written and numerical skills. • Evidence of relevant professional development in business development, sales, marketing, account management, finance, project management or a related area. 	<ul style="list-style-type: none"> • Degree or equivalent experience in business, marketing, education, public services, charity management or a related field. • Relevant sales, business development, marketing, project management or account management qualification.
Knowledge, experience, and technical skills	<ul style="list-style-type: none"> • Proven experience in B2B sales, business development, partnerships or account management. • Experience of : <ul style="list-style-type: none"> ◦ generating leads and building a sales pipeline. ◦ converting relationships or enquiries into paid work, contracts or service agreements. ◦ relationship-led or consultative selling. ◦ developing relationships with organisational decision-makers. ◦ productising services, consultancy, training or specialist expertise. ◦ preparing proposals, quotes or service offers. ◦ CRM systems or structured pipeline management processes. ◦ working with pricing, income targets, budgets, invoicing or financial reporting. • Strong commercial awareness. • Confidence discussing pricing, scope, value and commercial terms. • Good numerical and financial awareness. • Strong reporting, follow-up and organisational discipline. • Ability to work credibly with senior leaders, commissioners, school leaders and organisational partners. • Ability to work collaboratively with specialist, operational or delivery teams. 	<ul style="list-style-type: none"> • Experience <ul style="list-style-type: none"> ◦ selling into schools, local authorities, multi-academy trusts, charities, public sector bodies or education providers. ◦ SEND, autism, education, health, social care, children's services or the charity sector. ◦ supporting market development for a new or developing service offer. • Understanding of <ul style="list-style-type: none"> ◦ local authority, school or commissioner decision-making. ◦ service level agreements, contract tracking and invoicing processes. • Ability to contribute to market analysis, product development and service growth planning.
Personal Attributes	<ul style="list-style-type: none"> • Commercially minded and results focused. • Proactive and confident in generating new opportunities. • Organised, disciplined and consistent in follow-up. • Credible and professional with external stakeholders. • Collaborative and respectful of specialist professional expertise. • Able to balance income generation with the values and purpose of the charity. • Resilient and comfortable working to targets. • Analytical and confident using data to support decisions. • Clear, persuasive and professional in communication. • Committed to improving outcomes for autistic children, young people and adults. 	<ul style="list-style-type: none"> • Ability to build trust across different levels of the organisation • Ability to balance organisational priorities with staff needs and sentiment • Strong judgement in handling sensitive or confidential information

Job information



SALARY SCALE:	£38,541 - £41,286
HOURS:	37.5 hours per week, Monday to Friday 8:30am to 5:00pm with one hour lunch break. <i>Occasional evening meetings or weekend events outside normal working hours may be required.</i>
LINE MANAGER:	Head of Outreach Services
LOCATION(S):	Hybrid, with two days per week at Charity Office (SW18) and/or with services.
PROBATIONARY PERIOD:	Four months
HOW TO APPLY:	<u>If you're interested in applying for the role, please send a cover letter and CV to jobapplications@beyondautism.org.uk</u>

If you would like to know more or ask a question please email recruitment@beyondautism.org.uk.

BeyondAutism is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of ethnicity, religion, sex, sexual orientation, age, marital status, disability or gender identity.

BeyondAutism is committed to safeguarding and promoting the welfare of children and young adults and expects all staff to share this commitment. An enhanced disclosure will be conducted for the successful applicant.



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How to follow us



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