



JOB PROFILE

Job Title:	HLA Commercial Lead – 6 month contract
Department	Humanitarian
Location	Global – Remote
Reports to:	Head of Business Partnerships
Grade:	D
Budget responsibility:	N/A
Line management responsibility:	None
Child Safeguarding Level:	Level 1 This post has been classified to be a Level 1 position. A Disclosure and Barring Service (DBS) basic check or equivalent overseas police check will be obtained for employees at this level prior to their Start Date. As the post is not covered by the Exceptions Order 1975 to the Rehabilitation of Offenders Act 1974, any spent criminal convictions will not be considered when considering suitability for the role.

Who We Are

We are Save the Children. Together we fight for children every single day so that they can make their mark on the world and build a better future.

Save the Children UK is committed to diversity and equality of opportunity in all aspects of our work. We strive to be an inclusive employer and particularly encourage applications from under-represented groups such as returning parents or carers who are re-entering work after a career break, people who are LGBT+, from Black, Asian and Minority Ethnic (BAME) backgrounds, with a disability, impairment, learning difference or long-term condition, with caring responsibilities, from different nations and regions, from a less advantaged socioeconomic background as well as any other under-represented group in our workforce.

What We Do

This role will sit within the Humanitarian Leadership Academy (HLA) - a global learning initiative with a mission to enable people to prepare for and respond to crises in their own countries. Sitting within Save The Children as a specialist social enterprise unit, the HLA provides quality learning opportunities to support individuals and organisations, ultimately supporting the humanitarian sector to adapt and become more locally-led. Our learning initiatives are reaching over **680,000 individuals across 195 countries and 1.2 million on social media**, creating sustainable and transformative impact to local communities across the world.

As part of an exciting new strategy, HLA is looking to grow its commercial arm, the HLA Enterprise (HLA E). The HLA E operates trading activities including established high quality online learning products & consultancy services for the humanitarian and development sector and the launch of our new event series & digital community, the Humanitarian Xchange.





'Kaya' is a unique and unrivalled digital learning platform upskilling and empowering the next generation of humanitarians. In addition to the free learning opportunities it offers to individuals, Kaya offers a range of solutions to help organisations curate, create and share their own high-quality learning. Kaya produces its own content as well partnering with 65 contributors to offer 500+ courses in multiple languages on the platform. Of the top 10 countries accessing Kaya, eight of those are classified as being in crisis. The model has a proven track record of enabling learning for the humanitarian sector, with 680,000 users in 195 countries and we are now looking to broaden our audiences globally and create new products and services that enable us to generate sustainable revenue to support the growth of Kaya and the HLA.

The Humanitarian Xchange events & digital community will convene the humanitarian sector globally through in person & virtual hybrid engagement, launching in February '24, and we are now looking for an exceptional commercial lead to support in unleashing the potential of Kaya as a Marketplace platform, help launch the Xchange and support our vision of a world where everyone has the capabilities to handle crises, ultimately saving lives.

Role Summary: The purpose of this role is to lead and manage commercial activity for the HLA-E (trading arm), selling both existing and new products & services from HLA's innovative learning offering and the Xchange to organisations in the corporate, humanitarian and development sectors, as well as those involved in social impact.

The role will lead on the delivery of the business development and go to market strategies for HLA E, managing the acquisition for all new, and renewals of existing, HLA trading arm partners. This involves identifying clients, working with HLA teams to create awareness of our products and services with those identified, converting enquiries, upscaling existing partners, and building the portfolio of new partners.

Working collaboratively with colleagues from across the HLA team you will identify, develop and nurture current and new client relationships to enable the successful growth and sustainability of HLA's work. The focus will be to increase trading income, and support in the development of new innovative income streams.

Key Accountabilities:

- Lead in the delivery of the new HLA E business development and sales strategy
- Support in the development of a new go to market strategy to diversify and grow HLA E's commercial revenue in-line with new product lines
- Secure income from the sale of existing and new products and services to generate a revenue of *approximately £325,000 in 2023*
- Oversee HLA E's business development prospecting and pipeline activity, ensuring we have identified the right mix of customers to meet our trading income targets
- Proactively seek out new funding partners in line with the new implementation of a Go-To-Market Strategy for the HLA's platforms, products and services, as well as securing new opportunities to raise unrestricted income
- Identify new opportunities in the market for HLA's learning solutions, products and services
- Successfully managing and enhancing the customer journey to increase conversion and support in the management of key performance metrics (income, profitability, pipeline value, cost per acquisition, conversion rate, return on investment, lifetime value)





- Managing and continuously improving the prospect pipeline, using data-led decision making to improve business development activity
- Work closely with colleagues within HLA E to identify, build and manage relationships with potential customers and partners, specifically comms & marketing, platforms and products, learning and programmes, and global community partnerships
- Working closely with the Global community team (inc comms & marketing & partnerships) on creating awareness and engagement with our key target audiences and global partners via communication channels (social media, events, campaigns etc)
- Leading the development of new opportunities, sometimes working in collaboration with other HLA and Save the Children colleagues who hold non-commercial relationships
- Responsible for pro-actively working across teams to ensure efficient and effective ways of working are developed for the handover and delivery of products and services to Global Community, Products and Platforms and finance teams
- Explore and identify innovative funding mechanisms that allow donors to fund as part of a mutually beneficial arrangement for both the HLA and the donor e.g. Social Investment
- Identify and pursue new opportunities in both known as well as new markets with colleagues from across the team both at a regional level, across priority thematic areas (e.g. climate) as well as affiliates and delivery partners
- Proactively seek opportunities to represent HLA to external audiences and in public forums.
- Contribute to effective and timely internal communication as required.
- To support the ongoing management and monitoring of contracts throughout the project/contract cycle, ensuring the awards and trading management information systems are up to date and that awards and trading contracts are donor compliant and audit ready.
- Contribute to supporting strong ways of working across the new team, as well as taking individual responsibility for building an inclusive and supportive team culture.

The HLA Commercial Lead is to carry out the responsibilities of the role in a way which reflects:

- Save the Children's commitment to safeguarding children in accordance with the Child Safeguarding Policy,
- A commitment to Save the Children's vision, mission, values and approach,
- A commitment to diversity and inclusivity and promoting equality of opportunity in all aspects of our work,
- A commitment to effective management of risk, by operating within the Charity's code of conduct, policies, procedures and controls and by carrying out the risk management and assurance responsibilities of the role as set out in the Risk Policy and Procedures.

Person Profile

Competencies:

- **Delivering results.** Takes personal responsibility and holds others accountable for delivering our ambitious goals for children, continually improving own performance or that of the team/organisation.
- **Problem solving and decision making.** Takes effective, considered and timely decisions by gathering and evaluating relevant information from within or outside the organisation.
- **Working effectively with others.** Works collaboratively to achieve shared goals and thrives on diversity of people and perspectives; knows when to lead and when to follow and how to ensure effective cross-boundary working.





- **Communicate with impact.** *Communicates clearly and confidently with others to engage and influence; promotes dialogue and ensures timely and appropriate messages, building confidence and trust.*
- **Networking.** *Builds and uses sustainable relationships and networks to support the work of the HLA and Save the Children.*

The Skills I Need to Succeed in This Role:

Technical/Personal

- Strong demonstrable experience of securing and growing trading income for an impact driven organisation globally, working with a variety of customers and partners, with proven ability to generate six figure sums (£500k + annually).
- Ability to develop partnerships from scratch and develop positive impact relationships that lead to sustainable income
- Experience of developing commercial partnerships as well as developing funding proposals and budgets for consultancies
- Some understanding of the charity, social enterprise, development and/or humanitarian funding environment
- Ability to work as part of a high performing team as well as working independently to ensure maximum effectiveness and impact
- Strong representational and communication skills, able to articulate a value proposition idea clearly and concisely via various communication mechanisms and face to face.
- Experience presenting information to varied audiences, including formal presentations, chairing meetings and pitching ideas
- Experience of prospecting and managing pipeline activities, with skills in data-led decision making
- Strong financial acumen with experience of managing performance metrics (cost per acquisition, ROI, conversion rates), to increase the profitability of products and services and analysing data to inform HLA's offer portfolio
- Experience of working with legal agreements contracts and internal processes and procedures
- Effective in Influencing, negotiation and lobbying skills
- Solutions focused: an innovator and natural problem solver, but willing to ask for support when required
- Flexibility and adaptability with the ability to prioritise and reprioritise as new opportunities and challenges arise: willing and able to take the initiative
- Willingness to work in a fast-paced environment with competing priorities
- Ability to create order in a complex situation, and support colleagues to do the same
- A positive people person with high levels of personal resilience and motivation
- Additional language skills would be beneficial, in particular; Spanish, French, Arabic, Hindi

