



DERBYSHIRE Cricket Foundation



BUSINESS DEVELOPMENT MANAGER - ROLE PACK

#AGameForEveryone

 @derbyshirecricketfoundation
 Derbyshire Cricket Foundation Ltd
 @CricketDerbys



DERBYSHIRE CRICKET FOUNDATION

Thank you for your interest in the Derbyshire Cricket Foundation and the role of Business Development Manager

It's an exciting time for cricket in Derbyshire. The game is growing, and attracting a new and more diverse audience. We have a refreshed strategy, "A Game for Everyone", which will accelerate progress towards achieving our ambition to make cricket the most inclusive team sport. Growth brings with it new challenges and opportunities, and an opportunity to develop new partnerships and leverage our impact to grow revenue. This new and exciting role is key in helping us to achieve our strategic ambition.

I hope this pack will provide you with helpful information about the DCF, the role of Business Development Manager and the application process. If you care about improving lives through sport and physical activity, and have an interest in combining revenue generation, sponsorship and corporate partnerships with social impact then this role could be for you.

If our mission resonates with you, and you're excited by the opportunity to drive lasting impact, we'd love to hear from you.

Many thanks,
Richard Wood
Managing Director

WHO ARE WE?



The DCF is a registered charity that improves lives and empowers communities across Derbyshire through cricket. We also serve as the governing body for recreational cricket in Derbyshire – one of 39 county organisations working with the England & Wales Cricket Board (ECB) to support a network of grassroots clubs and leagues to develop and sustain the game.

Our Purpose is to...

“Empower Communities and Improve Lives through Cricket.”

Our Vision is to...

“Provide every person in Derbyshire with the opportunity to have a positive experience through cricket.”

Our Mission is to...

“Inspire a generation to say that ‘Cricket is a Game for me’.”

ABOUT THE DERBYSHIRE CRICKET FOUNDATION



The core game is thriving in Derbyshire. More cricket has been played in Derbyshire this year than in any recent year, thanks to a strong network of committed volunteers in 105 grassroots clubs and several leagues across the county. Participation among Women & Girls is growing rapidly, and cricket is one of the few sports with more children now playing regularly than prior to the Covid-19 pandemic. We deliver cricket in over 100 primary schools across the county, and provide pathways for those children inspired to continue playing the game. We support grassroots clubs to develop the facilities and volunteer workforce needed to support growth and create safe, welcoming environments for a more diverse audience.

Different formats of cricket enable us to include those who have historically “missed out” on cricket and physical activity. We provide opportunities for people to play table cricket, street cricket, soft-ball and walking cricket, and we enable those with a disability or long-term health condition to access activity and new communities. We make cricket more accessible by taking action to reduce financial barriers and by taking it into local schools, parks, sports halls, and play areas across the county. Our 2024 Impact Report provides a more detailed summary of our work and impact ([click here to read our full report](#)). We are excited by the impact we have delivered, and recognise there is still opportunity to do more.

The DCF is fortunate to have an excellent and committed team, with 20 permanent members of staff, and a supplemental group of part-time qualified cricket coaches who support delivery of our programmes. We are contracted to deliver activity and meet quality standards by the ECB and their charity partners, who regard us as a high performing delivery partner. Our annual income has doubled to around £900,000 in the last five years, enabling us to deliver more programmes and impact across the county. We have further opportunities to grow our income and impact in the next five years, and diversifying our income streams to include more funding from charities and business partners is a key priority.

A GAME FOR EVERYONE - OUR 2025-2028 STRATEGY



DERBYSHIRE Cricket
Foundation

OUR 2028 AMBITION

- 1** TO BECOME THE MOST INCLUSIVE TEAM SPORT
- 2** TO INCREASE AND WIDEN PARTICIPATION AT ALL LEVELS
- 3** TO PROVIDE A STRONGER PLATFORM FOR SUSTAINABLE GROWTH
- 4** TO DELIVER MORE SOCIAL IMPACT THROUGH CRICKET

OUR OBJECTIVES

DRIVE TRANSFORMATIONAL
GROWTH IN THE WOMEN'S
& GIRLS' GAME

ENGAGE DIVERSE
COMMUNITIES

SUPPORT AND DEVELOP
WELCOMING AND INCLUSIVE
CLUBS

MAKE CRICKET ACCESSIBLE FOR
CHILDREN & YOUNG PEOPLE

IMPROVE HEALTH & WELLBEING AND
ENABLE OPPORTUNITY

ENABLING PRIORITIES

DEVELOP INCLUSIVE &
SUSTAINABLE FACILITIES

DEVELOP AN ENGAGED AND
EMPOWERED VOLUNTEER
WORKFORCE

DIVERSIFY AND GROW
REVENUE STREAMS

SAFEGUARDING

EQUITY, DIVERSITY & INCLUSION

OUR CORE VALUES

RUN ON RESPECT

EMBRACE ENJOYMENT

BUILD BELONGING

PROGRESS WITH PURPOSE

THE ROLE OF BUSINESS DEVELOPMENT MANAGER

Derbyshire Cricket Foundation (DCF) is the Governing Body for recreational cricket in Derbyshire, delivering services in support of the cricket community across the county. It is one of 39 County Cricket Boards/Foundations in England & Wales and works in partnership with a number of key stakeholders to develop the recreational game locally in line with the strategy developed by the England & Wales Cricket Board (ECB). We have an ambition to inspire a generation to say, “Cricket is a game for me”. The DCF is also a registered charity that aims to improve well-being and provide opportunities for diverse communities across the County through cricket. The Business Development Manager will develop and leverage local partnerships with sponsors, stakeholders, and funding bodies to support these aims.

The primary work location for the Business Development Manager will be at the County Ground, Nottingham Road, Derby, but the role will require travel on a regular basis as the role will be proactive in engaging stakeholders across Derbyshire in support of the DCF strategy and business plan. The position provides an opportunity, for Business Development Manager to work flexibly, and this is likely to include the occasional requirement to participate in some evening and weekend commitments.

Purpose and Focus of the Role

We are seeking an experienced Business Development Manager with excellent relationship management skills to help develop and sustainably grow the impact of our business by identifying and securing new investment to support the delivery of DCF programmes and activity. This will include working with existing corporate and charity partners, and establishing new relationships with Corporate sponsors, individual donors, and Trusts & Foundations.

You will develop and use stewardship tools to guide donors and partnerships through their giving journey, including cultivation plans, proposals, and reports. You will be involved in sourcing and presenting tailored information, making appropriate financial and non-financial requests.

THE RESPONSIBILITIES OF THE BUSINESS DEVELOPMENT MANAGER WILL INCLUDE:

Fundraising Strategy & Implementation	<p>Lead on developing, planning and managing the delivery of the DCF Business Development Strategy to include:</p> <ul style="list-style-type: none"> • Design and implement DCF's fundraising plan, aligning income generation with organisational priorities and long-term sustainability. • Agree an annual high-value fundraising strategy for DCF in collaboration with the Managing Director. • Align the DCF Business Development Strategy with the delivery of a robust marketing plan.
High-Value Relationship Management:	<ul style="list-style-type: none"> • Cultivate and steward relationships with major donors, senior corporate contacts, local government, and grant-making bodies, developing bespoke engagement plans and cases for support.
Corporate Partnerships	<ul style="list-style-type: none"> • Develop partnerships that maximise revenue through sponsorships, and other income streams • Develop and create new fundraising opportunities that raise the profile of DCF and attract new partners and donors. • Nurture and maintain long-lasting positive relationships with corporate contacts and individual supporters to build a loyal supporter base. • Identify, pitch, and secure strategic corporate partnerships that deliver mutual value and community impact. • Maintain and grow long-term relationships through meaningful engagement, brand alignment, and the expansion of high-value offerings.
Trusts & Foundations	<ul style="list-style-type: none"> • Lead on researching, writing and submitting compelling funding proposals and applications • Secure funding to support growth in community programmes and impact through public/private sector and charitable funding bids.
Profile & Impact	<ul style="list-style-type: none"> • Raise the profile of Derbyshire Cricket Foundations charitable programmes through storytelling, marketing collaboration, and impact-led reporting. • Identify and attend appropriate networking forums, and maximise opportunities to develop lasting relationships and raise the profile of the organisation.
Leadership and Management	<ul style="list-style-type: none"> • Work closely with the senior leadership team, programme leads, coaches, and delivery teams to identify funding needs, co-design initiatives, and measure success • As a member of the senior management team, you will contribute to the development and delivery of the organisation's strategic and business plans ensuring managers and teams are supported to engage with this process. • Lead the delivery of the DCF marketing plan including line management of the DCF Digital Marketing Apprentice
Governance & Compliance	<ul style="list-style-type: none"> • Ensure fundraising activity meets all legal ethical, and data protection standards, including GDPR, Gift Aid and Fundraising Regulator guidelines.

General Responsibilities:

- Provide formal written reports and case studies, and ensure that all monitoring and evaluation is undertaken as required
- Participate on various DCF and stakeholder working groups, as agreed and required. Attend relevant meetings, seminars, workshops and/or conferences as agreed
- Establish a County wide process of continuous operational review and improvement (monitoring and evaluation of all work) planning, supported by other DCF staff as required.
- Ensure a high level of local positive promotion and marketing of activities and events both locally and nationally through the development of the DCF website and media platforms.
- Commit to a personal professional development programme in order to provide an ever-improving service and support to all stakeholders. This will be agreed with the Managing Director.
- Other duties as required.
- To present Derbyshire Cricket Foundation Ltd, other Partners and the game of cricket in a positive and professional manner.

ESSENTIAL SKILLS & EXPERIENCE

- Proven track record in fundraising or income generation, ideally within sport, education, or community development.
- Demonstrated success in securing high-value gifts or partnerships.
- Excellent interpersonal and communication skills – both written and verbal – with the ability to inspire and influence.
- Strategic thinker with the ability to work autonomously and take ownership of key relationships.
- Excellent knowledge and experience of operational planning & implementation, monitoring & evaluation of programmes and processes
- Experience of creating and sustaining strong relationships to produce social impact outcomes.
- Exceptional organisational skills and attention to detail.
- Comfortable working in a fast-paced, agile environment.
- High level of IT literacy and confidence with CRM systems, prospect pipelines, and donor reporting tools.
- Commitment to inclusion, community engagement, and the wider values of sport for social good.
- Excellent communication and interpersonal skills (including social media)

DESIRABLE SKILLS & EXPERIENCE

- Knowledge of the UK fundraising landscape, including grant funders, CSR trends, and legal frameworks.
- Experience in working within or alongside the sports, health or youth development sectors.
- Competent on Social Media and understand the importance of marketing to increase exposure.
- ‘Safeguarding Children’ trained or, commitment to achieving this within a short period of time
- ECB DBS checked.
- Ability to travel independently between sites (Full and valid driving license).
- Willingness to work ‘unsocial’ hours, including evenings and weekends where required.
- Ensure the health, safety and welfare of yourself, participants and others at all times
- Perform all duties in an equitable manner and to actively promote the principles of equality amongst colleagues, partners and service users
- Conform to, actively commit to and promote Derbyshire Cricket Foundation values when using any communication

Reporting to:	Managing Director	Travel Required	Yes
Location:	Derby - Flexibility within Derbyshire	Position	Permanent - Full Time - Full time or part time depending on preferred candidate
Salary Range:	£32,000-£35,000 full time or part time depending on the preferred candidate.		
Hours of Work:	37.5 hours per week to include work on evenings and weekends as well as during the day on weekdays as required. Part time working considered.		
Expenses:	45p per mile will be paid for travel to duties directly related to your work for the DCF as per the DCF expenses policy. This does not include travel to and from work Mobile Phone Provided		

THE RECRUITMENT PROCESS

To apply for the role, please complete the online application for by [clicking here](#). Please also send your CV in support of your application to Richard Wood, the DCF Managing Director, at richard.wood@dcfcricket.com by 4th January 2026.

Shortlisted candidates will be invited to interview during weeks commencing 19th January and 26th January 2026.

If you would like to discuss this role further before applying, please contact Richard Wood: richard.wood@dcfcricket.com or 07841 759315

Commitment to Equality

At the Derbyshire Cricket Foundation (DCF) we are committed to ensuring that cricket is accessible, safe, and welcoming to all, and to the principles of equality of opportunity. We aim to ensure that no individual is discriminated against on the grounds of any of the protected characteristics outlined in the Equality Act, 2010; age, gender, gender reassignment, marital or civil partner status, disability, race, colour, ethnic or national origin, religion/belief or sexual orientation. In line with these commitments we will seek to recruit a diverse workforce of high quality, high performing individuals who have the specific competencies (qualifications/knowledge, skills, experience and behaviours) required for defined roles which will support achievement of our mission, strategy, and business plan. All applicants will have equality of opportunity during our selection processes, and decisions will solely be based on an individual's ability to meet the requirements of the role. All applying candidates will be required to complete the DCF Equal Opportunities Monitoring Form.

Commitment to Safeguarding

Derbyshire Cricket Foundation (DCF) is committed to safeguarding and promoting the welfare of everyone involved in cricket and expects all staff and volunteers to share this commitment.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services and are committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and the ECB requirements to ensure that all children participating in Cricket have a safe, positive and fun experience, whatever their level of involvement.