



CANDIDATE PACK FOR THE DIRECTOR OF DEVELOPMENT AND PARTNERSHIPS

WELCOME

Dear Candidate,

Thank you for your interest in joining us in this newly created post of Director of Development & Partnerships at Certitude.

We are the leading not-for-profit adult social care provider in London for people with learning disabilities, autistic people, and people with mental health support needs. Dynamic, people- and purpose-focused, we have a robust financial position, a strong balance sheet and a healthy turnover of around £53m a year. We are proud of our 30+ year history of high quality and innovative care and support, that makes a real difference in people's lives.

We are now seeking our first Director of Development & Partnerships - a role that offers challenge and reward in equal measure. You'll join us as we launch a bold new growth strategy and delivery plan. You'll be empowered to challenge the status quo, reshape and motivate your teams, and energise cross-departmental collaboration to drive expansion in a complex, low-margin sector where we are proud of the value we deliver to commissioners and communities alike.

We're looking for a senior leader with a proven track record in business development, growth and partnership-building in health, social care or a related sector. You'll combine commercial acumen with deep knowledge of learning disability, mental health or autism services. Your experience of leading complex bids, contract negotiations and high-value tendering will be enormously valuable here and we'll be looking to you to evaluate financial viability and risk alongside developing creative alliances, including housing solutions, to support sustainable growth.

As our first Director of Development & Partnerships you'll play a pivotal role in shaping and delivering our growth strategy. You'll be a visible and influential presence externally, building strong relationships with commissioners, partners and stakeholders. Internally, you'll lead and inspire talented teams across Development and Marketing & Communications, fostering collaboration and high performance. You'll bring energy, pace and a solutions-focused mindset, coaching and developing others while embedding a culture of innovation, continuous improvement and excellence.

If you're excited about this opportunity to join Certitude and motivated by our vision, mission and ambitions and you feel you have the right experience and skills, then we look forward to hearing from you.

Best wishes,

Nicholas Campbell-Watts
Executive Director of Strategy & Development

ABOUT US

Certitude is London's leading adult social care provider for people with learning disabilities, autistic people, and people with mental health support needs.

As a not-for-profit organisation, we're proud to have supported people across London since 1990.

WE BELIEVE EVERYONE IS UNIQUE

Our mission is to support people to develop new skills, meet new people and live the life they want – so they can bring their own unique brilliance to the world. From essential round-the-clock support, to helping rebuild connections in the community, our support includes:

- Supported Living
- Registered Care
- Mental Health Support
- Specialist Support
- Community Support
- Shared Lives

OUR VALUES

We all experience the world in different ways. We all have our own hopes and dreams, goals and ambitions. We believe there is strength in this diversity – and nowhere is that more evident than in London. This is reflected in our organisational values which underpin everything we do.

- Inspired by people
- Continuously improving
- Trustworthy and dependable
- Working together

OUR STRATEGY – BEING LOCAL

We have big plans – read all about them [here](#).

HOW WILL WE ACHIEVE THEM?

By continuing to do the things that work, whilst adapting and innovating to continue to be at the forefront of person-centred support. The links below will show you how and why we do what we do.

- [Who we are](#)
- [What we do](#)
- [Our Impact](#)
- [Campaigns](#)

JOB DESCRIPTION

Job title: Director of Development & Partnerships

Reports to: Executive Director of Strategy & Development

ROLE PURPOSE

Certitude exists to support and enable people with learning disabilities, mental health needs and autistic people to live the lives they choose. We are undertaking an ambitious programme of organisational development, change and transformation to implement better processes, structures, systems and capabilities to ensure Certitude continues to be a leading organisation in our sector. Successful growth and development is a key driver for Certitude and we want to now reset our approach to ensure we respond creatively to opportunities, demands and challenges.

The new role of Director of Development & Partnerships will bring senior expertise and drive to lead this work. As a highly connected, outward facing and commercially astute leader you will own and continuously develop our growth and development plans to successfully retain and grow our work, identifying, creating & strengthening external strategic partnerships, alliances & relationships to deliver new business opportunities.

This is a strategically important senior role and the postholder will work closely with the Executive Director of Strategy & Development, actively deputising internally and externally across all portfolio areas.

MAIN RESPONSIBILITIES

- To deliver business growth in line with our strategic targets - owning, driving and executing plans to achieve growth and financial sustainability goals, and identifying and seizing new opportunities and addressing potential threats.
- To initiate, lead, and deliver internal and external projects to develop and transform our approaches to business growth based on key account management, market intelligence and clarity of the various solutions and services that Certitude can provide.
- To initiate, lead, and deliver internal and external projects to develop and transform our approaches to business growth based on key account management, market intelligence and clarity of the various solutions and services that Certitude can provide.
- Be a senior visible, influential and active external presence, building recognition of Certitude as a credible expert partner with commissioners, strategic partners and other key stakeholders.
- Identify and actively pursue new business opportunities, including partnerships, alliances, mergers and acquisitions – ensuring a strong pipeline of business opportunities is maintained.
- Work with internal cross-departmental colleagues to lead the risk assessment of business development opportunities and create effective delivery and cost models to support successful and sustainable retention and growth.
- Work with senior colleagues to develop and execute tailored strategies to retain and grow our existing support contracts based on customer satisfaction, innovation and impact.
- Work with existing and new housing providers to develop a pipeline of housing options to support our growth and development objectives Working together
- Develop, monitor and report targets and achievements, ensuring KPIs are met and prepare and present reports and presentations for the Executive and Board of Trustees.
- Inspire, support and strategically utilise the involvement of strategic leaders across all departments in planning and mobilising new development activities.
- Provide inspirational can-do leadership to your area, embedding a culture of continuous learning and improvement, high performance, innovation, and excellence.

OTHER ROLE RESPONSIBILITIES

- The post holder will be expected to undertake additional duties or responsibilities consistent with the role – including deputising for the Executive Director of Strategy & Development at Executive, Board and external engagements.
- Share and continuously develop your expertise and knowledge to enable the organisation to grow and improve, also coaching and developing others to help them to succeed.
- Set clear performance objectives and provide ongoing feedback to foster a culture of high performance, innovation and excellence.
- Ensure that you and your team adhere and comply with policies and procedures for Operations, Finance, Housing, Information Technology and Human Resources.
- During the probation period the postholder will be provided with clear guidelines of what is expected of them including completing local induction, and other mandatory training to maintain high standards of support in the context of Certitude's Core Values, to uphold the Diversity & Inclusion Policy, Expected Behaviours Policy, health and safety standards and to participate in training activities necessary to this post.



PERSON SPECIFICATION

To be appointed to this post, you must be able demonstrate at interview how you meet the criteria outlined below. If you are called to an interview, you will be assessed against the Certitude Values and Behaviours Framework which are considered essential for the role.

Click [here](#) to learn more.

KNOWLEDGE AND EXPERIENCE

- Proven experience in a senior business development role or commercial role in the health, social care or related sector, with a strong track record of driving growth, securing new business
- Deep knowledge of the learning disability, mental health and/or autism sectors and understanding of market trends, funding structures and regulatory frameworks
- Expert knowledge and experience of leading new business and contract negotiations, managing complex tendering processes and proposal development
- Demonstrable experience of leading successful high value bidding opportunities from initial identification through the development stages, bid writing and final submission
- Proven experience in setting and coaching a high-performance, results-driven culture in your teams
- Strong financial acumen, with experience of evaluating the financial viability of business opportunities and developing competitive and sustainable pricing
- Experience of working with housing providers to develop property solutions to support growth opportunities (desirable)

SKILLS AND ABILITIES

- Exceptional networker and communicator, with ability to build and maintain productive senior external relationships with funders and strategic partners
- Strong organisational skills with the ability to manage multiple priorities, initiatives, and deadlines while ensuring business development goals are met
- Ability to use a range of technology – internet, emails, databases, Microsoft office, excel, smart phone, iPad
- Ability to regularly travel to locations, offices, external partners, events and work occasional unsocial hours as required
- Ability to work within a team structure and understand the importance of teamwork in relation to achieving desired goals and outcomes
- Able to take care of your health and safety and that of others
- Dynamic, with a can-do approach to bring solutions at pace to challenges

TERMS OF APPOINTMENT

SALARY

The salary for this role is £80,000 per annum on a full-time permanent basis.

LOCATION

Hybrid with regular office attendance in Balham and at other sites including visits to our houses (services) and meeting with commissioners.

HOLIDAY

27 days rising to 29 with service.

PENSION

3% employers, 5% employee contributions.

LIFE ASSURANCE

3 x salary

SICK PAY

4 weeks full pay, increasing to 8 weeks full pay and 8 weeks half pay with service.

FLEXIBLE WORKING

We are happy to discuss flexible working options.

EMPLOYEE ASSISTANCE PROGRAMME

CYCLE TO WORK SCHEME



HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact chris.milo@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/certitude-london-dir-of-development-partnerships/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: Monday 27th October 2025

Preliminary interviews : w/c Monday 10th November 2025 (online with Starfish)

Final Panel interviews : w/c Monday 1st December 2025 (in person in Balham)

