**Business Development/Strategy Role**

**4 days per week**

**Salary: Circa 41k pro rata + OTE**

<https://www.tabletoptravels.co.uk/>

**Tabletop Travels i**s a social enterprise dedicated to making cultural experiences accessible to older adults, particularly those facing isolation due to mobility limitations, chronic health issues, or caring responsibilities. Our multi-sensory travel gift boxes bring the world into the homes of those who find it difficult to travel, fostering wellbeing, confidence, and social connection. Developed in partnership with Alive Activities, one of the UK’s leading charities supporting older people, Tabletop Travels is backed by research from the University of Bristol, showing its powerful impact in reducing isolation and enhancing quality of life.

Supported by UKRI and Zinc, we are driven by an ambitious commercial and social growth strategy. We are now looking for a Growth Lead to spearhead sales, partnerships, and marketing efforts, ensuring Tabletop Travels expands effectively while continuing to serve its social mission.

**Role Overview**

The Growth Lead will be responsible for driving the strategic expansion of Tabletop Travels, with a strong focus on securing sponsorship deals and partnerships that generate revenue through the sale of curated travel gift boxes:

* **Corporate Sponsorships** – Proactively engaging businesses in CSR initiatives to secure sponsorship deals that fund cultural engagement experiences, ensuring long-term financial support.
* **Philanthropic Organisations** – Establishing and managing partnerships with charities and nonprofits to drive bulk orders, leveraging grant funding and philanthropic support to scale impact.
* **Individual Gifting** – Developing strategic campaigns and partnerships that drive consumer sales, with a focus on collaborating with businesses and influencers to position our gift boxes as meaningful, experience-driven presents.

This role requires a strategic thinker and hands-on leader who can cultivate high-value partnerships, drive revenue growth, and balance commercial success with social impact.

**Key Responsibilities**

**Sales & Partnerships Development** Develop and execute a strategic plan to build a strong pipeline across key sectors, driving growth through targeted partnerships and sales initiatives.

**Corporate Sponsorships & CSR**

* Develop sales packages including boxes, media, and volunteering days.
* Engage with potential corporate sponsors and sell packages.
* Advise on promotional materials for sponsorship engagement.
* Negotiate contracts and finalise sponsorship deals.
* Manage on-going relationships with corporate partners.

**Philanthropic Organisations & Charities:**

* Identify and establish relationships with charities focused on elderly care, mental health, and loneliness.
* Secure bulk orders and long-term partnerships.

**Individual Gifting & Direct Sales**

* Design and implement marketing strategies for direct-to-consumer sales.
* Launch targeted seasonal promotions around key calendar events—such as Christmas, Mother’s Day, and birthdays—to maximize sales opportunities and customer engagement.
* Launch and scale **a subscription model for** recurring cultural experiences

**Marketing & Brand Growth**

* Lead the development of social media campaigns, email marketing, and website optimisation.
* Oversee SEO, digital advertising, and analytics tracking.
* Contribute in creating compelling narratives, case studies, and impact-driven marketing content.

**Strategic Growth & Operational Leadership**

* Develop a scalability plan for expanding from local to national distribution partners.
* Monitor KPIs and sales metrics to refine growth strategies.
* Be part of a team of sales, marketing, and partnership professionals as the organisation scales.

**Key Qualifications & Skills**

* **Proven experience in sales, partnerships, or growth marketing**, preferably in a social enterprise, startup, or charity sector.
* Demonstrated ability to **secure funding, sponsorships, and high-value partnerships**.
* Strong **business development and strategic planning skills**.
* Exceptional **communication, negotiation, and relationship-building abilities**.
* Experience in **digital marketing, brand positioning, and storytelling**.
* Passion for **social impact, cultural engagement, and improving the lives of older adults**.
* Entrepreneurial mindset with a **proactive, adaptable, and results-driven** approach.

**Why Join Us?**

* Be part of a dynamic, collaborative team passionate about social impact and innovation.
* Make a real impact by helping older adults stay connected to culture and community.
* Lead a high-growth social enterprise with a clear mission and proven impact.
* Enjoy a creative and flexible work environment where innovation is encouraged and new ideas are valued.

**Additional Information**

This role offers an exciting opportunity for the right candidate to take the lead in shaping and growing Tabletop Travels, with the potential to step into a leadership role post-funding. You won’t be doing this alone—you’ll be collaborating closely with a passionate and supportive team, including experts in business, academia, and administration, as well as two older adults who bring invaluable lived experience to the project.

Based at the School of Education, Berkeley Square, this role offers flexibility and can be largely remote. Tabletop Travels is already making an impact, actively distributing boxes and operating through an established website and sales platform. While not yet formally constituted, the project is well-positioned for long-term success and is currently funded for six months by UK Research and Innovation. This is a unique chance to drive both commercial and social impact, with the support of a dedicated team and a strong foundation to build upon.

Please call Tot Foster for more information as to how to apply. 07973917655 or email info@aliveactivities.org