



Charity Business Development Associate (Planning/Sustainable Land Use) KTP Associate

Faculty of Management

Bayes Business School

www.city.ac.uk/

April 2025



Role Profile	
Post	Charity Business Development Associate (Planning/Sustainable Land Use - KTP Associate)
Department	Faculty of Management / externally based with CPRE
School	Bayes Business School
Grade	Grade 5B
Tenure	Full-time, Fixed-Term – 30 months
Responsible to	Reader in Voluntary Sector Management

Context

Founded in 1894, City St George's, University of London is a global university committed to academic excellence with a focus on business and the professions and has an enviable central London location. City St George's attracts around 20,000 students (over 40% at postgraduate level), from more than 150 countries and staff from over 75 countries. In the last decade, City St George's has almost tripled the proportion of its total academic staff producing world-leading and internationally excellent research.

Led by President, Professor Sir Anthony Finkelstein, City St George's has made significant investments in its academic staff, its estate and its infrastructure and continues to work towards realising its vision of being a leading global university.

About the School

Bayes Business School (formerly Cass) is among the small group of business schools with an established reputation for excellence in both business research and education. Bayes holds the "triple-crown" accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS). The school and its programmes are consistently ranked among the best in the world.

Bayes is also known for its attention to the education agenda. It has accreditations from AMBA, EQUIS and AACSB. It is ranked as the 3rd in London by FT European Business School Ranking – 2020; the 1st in value for money MBA in London by FT Global MBA Ranking – 2021; the 3rd globally for Corporate Strategy by FT Global MBA Ranking – 2021 and the 1st in the UK for Entrepreneurship by Poets and Quants World's Best MBA Programmes for Entrepreneurship – 2021. In addition, Bayes has been ranked in the top 10 globally for its MBA corporate strategy teaching 8 times in the last 10 years by the Financial Times.

Bayes is not complacent about its achievements. On the contrary, we will be seeking significantly to develop our research and education and, critically, our engagement with practice. We are conscious that business schools are experiencing disruption in how research is undertaken and disseminated, how education is delivered and what is expected by business and society from a business school.

City St George's, University of London (CSG) and CPRE The Countryside Charity (CPRE) are recruiting for a candidate to deliver an exciting Management Knowledge Transfer Project (mKTP). The mKTP will build management capabilities at CPRE, to stimulate development of commercial capabilities and diversify income streams through the creation of new products and services.

About CPRE

CPRE delivers positive progress for the countryside and promotes smarter, sustainable use of land through campaigns, research, demonstration and empowering communities to take action. The national team collaborates with a network of 40 local CPRE groups in each country in England to deliver its mission.

Approaching its centenary year in 2026, CPRE is embarking on a period of strategic development and the mKTP will play a key role in achieving the charity's vision. The mKTP will support CPRE to develop new products and services, diversifying income and uncovering new ways to deliver sustainable charitable outcomes.

The candidate will join a vibrant team dedicated to finding positive solutions and shaping change in how we use our finite land for a sustainable future.

Job Purpose

This role is part of a Management Knowledge Transfer Partnership (mKTP) between CSG and CPRE, the countryside charity. mKTPs are unique projects delivered throughout the UK that help organisations increase productivity, improve competitiveness and grow revenue and profit by accessing knowledge, technology, expertise and skills within universities. More information can be found at <https://www.ktp-uk.org/>

CPRE and CSG are collaborating to investigate and deliver new revenue streams, specifically in consultancy and training, by optimising operations around communications, marketing and business development.

To find out more about CPRE please visit <https://www.cpre.org.uk/>

To find out more about City St George's, University of London and Bayes Business School please visit:

[City, University of London • City, University of London](#)

[Welcome to Bayes Business School London | Bayes Business School](#)

Main Responsibilities

The project requires familiarity with theories and practice in new business models and current environmental and land use issues in the UK, and a good working knowledge of the town and country planning policy context in England. Ideally candidates will also have some knowledge of developing training material, marketing and communications.

The government's planning reforms and changes to local government mean that there will be new opportunities for innovation in the products and services needed. To succeed, the post holder will be expected to combine their commercial acumen with a good working knowledge of CPRE's operating environment as it evolves rapidly.

Main activities will include:

- Developing training products drawing on CPRE research and expertise including in town and country and infrastructure planning for local authorities, planning agents, parish councils and community groups.
- Building new consultancy services: selling expertise and CPRE-developed solutions, analysis and products on land use – including relating to town and country and major infrastructure planning - and exploiting data to develop commercial GIS mapping products.
- Supporting delivery of new products and services by increasing capacity in marketing, communications, digital and training skills to CPRE national and branch teams.
- Manage the project plan, ensuring milestones and deliverables are met and reported at regular meetings and project reviews.

Additional information

- The post holder must at all times carry out their responsibilities with due regard to City St George's, University of London's Equal Opportunities Statement.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with General Data Protection Regulation 2018 (GDPR) and the Data Protection Act 2018.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of City St George's, University of London.
- Workplace values

Our values are important to staff, students, and the wider community and they provide the framework for the way we behave and the decisions that we make.

We Care

We care for each other and for the world around us. We are inclusive, collegial, and we value diversity.

We Learn

We (re)think. We are curious, rational thinkers who make decisions based on the best available information. We are open-minded and inquisitive. That means we are never too wedded to our assumptions. If we uncover new insights indicating that we should change our minds, we do.

We Act

We shape the world through our actions. We always act with integrity. When we can change something for the better, offer help, or make a difference, we choose to do so.

Sustainable Development

City St George's, University of London is committed to a policy of best practice to assist in building a sustainable way of life by taking a positive, solutions-orientated approach. All post holders are encouraged to contribute through their roles to improving the environment for City St George's and the wider community.

Details of policy, information and staff development supporting the policy on the environment and sustainability can be found at www.city.ac.uk/green-policies.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the post, Department, School and City St George's, University of London.

Job descriptions should be regularly reviewed and at least prior to the annual appraisal, if applicable or on a regular basis to ensure they are an accurate representation of the post.

Equality, Diversity and Inclusion Statement (EDI)

City St George's, University of London is committed to promoting equality, diversity and inclusion in all its activities, processes, and culture for our whole community, including staff, students and visitors.

The university will meet its obligations under the Equality Act 2010 in recruitment and seek to eliminate discrimination on the basis of age, caring responsibilities, disability, gender identity, gender reassignment, marital status, nationality, pregnancy, race and ethnic origin, religion and belief, sex, sexual orientation and socio-economic background.

Selection and promotion criteria are kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits; and are not disadvantaged by conditions or requirements which cannot be shown to be justifiable. City St George's operates a guaranteed interview scheme for disabled applicants.

Person Specification		
Post	Charity Business Development Associate (Planning/Sustainable Land Use - KTP Associate)	
Department	Centre for Charity Effectiveness / externally based with CPRE	
School	Bayes Business School	
Grade	Grade 5B	
Tenure	Full-time, Fixed-Term – 30 months	
Responsible to	Reader in Voluntary Sector Management	
Criteria	Essential (E) Desirable (D)	Method of Assessment Application (A) Interview (I) Exercise (E)
Qualifications and Knowledge		
BSc in Business, Management, Geography, Planning or Environmental Sciences, or closely related subject	E	A
MSc or other Higher Degree in Business, Management, Geography, Planning or Environmental Sciences, or closely related subject.	E	A
Current knowledge of England's town and country planning system gained through work experience or related educational qualification	E	A, I
Knowledge of applying management theory in commercial, public sector or not for profit environments	E	A, I
Knowledge of business management and marketing.	D	A, I
Experience		
Proven experience of the current policy context for CPRE, which includes housing/placemaking, renewable energy planning, green space planning and Land Use Framework.	E	A, I
Experience of planning and conducting complex academic or commercial projects	E	A, I
Project management qualification (eg. PRINCE2) and/or evidence of project delivery/management experience.	D	A, I
Experience of working with volunteers and or charity sector organisations	D	A
Skills and Abilities		
Strong communication and interpersonal skills, with ability to develop strong, effective relationships	E	A, I
Ability to write operational documentation and provide training	D	I
Problem-solving skills and ability to act on own initiative	E	I
Commercial mind-set, including knowledge of budgets, revenue and costings.	E	I
Flexible and resilient, with the ability to work individually and in teams under pressure, adapting to changing circumstances.	E	I
Enjoys responsibility and solving unexpected problems with commitment to continuous improvement.	E	I
Good written and verbal English	E	A,I

Salary and conditions of service

The salient features of conditions of service for Research staff are as follows:

- Salary will be within the range of £39,355 to £40,947 per annum on Grade 5B of the salary scales for Academic and Research staff.
- Annual Leave is 30 days, plus 8 statutory and 4 additional days during the Christmas holiday period.
- Automatic entry into the Universities Superannuation Scheme (USS) with the option to opt out.
- ***This post is fixed term for 30 months.***
- ***This post is full time (1.0 FTE).***
- All offers of appointment are subject to City St George's receiving satisfactory references and medical clearance.
- All posts at City St George's are subject to reasonable adjustment under the Equalities Act (2010).
- All appointments at City St George's are subject to a probationary period.
- The appointment is terminable by three months' notice on either side.

Applications

When preparing your application, you should address carefully the post details enclosed and in particular the qualities outlined in the Person Specification. Please include examples where appropriate. All applications must be received by the advertised deadline.

For an informal discussion please contact: Dr Haseeb Shabbir - Reader in Voluntary Sector Management haseeb.shabbir@city.ac.uk or Mike Drummond – KTP Manager michael.drummond@city.ac.uk

Further Information

City St George's operates a no smoking policy.

City St George's offers an excellent pension scheme, generous leave allowance, season ticket loan, a good working environment and access to fitness and social facilities.

City St George's confirms its commitment to equal opportunities in all its activities. It is intended that no job applicant or employee will receive less favourable treatment on the grounds of political belief, sex, sexual orientation, disability, marital status, race, nationality, ethnic origin, religion or social class. Selection and promotion criteria are kept under review to ensure that individuals are treated on the basis of the job requirements and on their relevant personal merits; and are not disadvantaged by conditions or requirements which cannot be shown to be justifiable.

If you have a disability and are interested in this post, City St George's welcomes your application. For an informal discussion you may wish to contact the Recruitment Team on:

Telephone: 02070403085
E-mail: recruit@city.ac.uk