

Head of Income Generation



Candidate Brief May 2026

About the BDA

The British Deaf Association (BDA) is the UK's national representative organisation for Deaf people who use British Sign Language (BSL) and Irish Sign Language (ISL)—the first or preferred language of approximately 87,000 Deaf people.

We exist to advance human rights and equality for Deaf people. Working in partnership with our members and stakeholders, we influence governments and drive systemic change to achieve sign language equity across the UK.

The BDA has played a pivotal role in securing legal recognition for sign languages, including the BSL (Scotland) Act 2015, the BSL Act 2022, and more recently the BSL (Wales) Act 2026 and Northern Ireland Sign Language Act 2026. These landmark achievements recognise BSL and ISL as protected minority languages—an important step towards addressing long-standing inequality and enabling Deaf people to participate fully as equal and valued members of society.

We are proudly Deaf-led: all of our Board of Trustees and 88% of our staff are Deaf, and our working languages are BSL and ISL. Our lived experience shapes everything we do, and we invest in sign language development across our workforce, including a comprehensive and inclusive onboarding programme.

As a membership organisation, we are deeply rooted in Deaf communities across all four UK nations. This ensures our work is informed, representative, and responsive to the communities we serve.

Trusted by Deaf communities and respected by governments, the BDA is a leading voice for change—protecting and promoting the language, culture, community, diversity, and heritage of Deaf people across the UK.

Representation

Founded in 1890, the BDA has a long history of advocacy and leadership. We are an Ordinary Member of the [World Federation of the Deaf](#) (a United Nations consultative organisation) since 1957, and a founding member of the [European Union of the Deaf](#) (a participatory body of the Council of Europe) since 1985.

Our BDA Youth Committee represents young Deaf people at both national and international levels, including within the [World Federation of the Deaf Youth Section](#) and [European Union of the Deaf Youth](#).

As a Deaf-led membership charity, we are led by and represent Deaf signers. We advocate for the right of Deaf people to fully participate in society as equal and valued citizens.

The passage of sign language legislation across all four UK nations marks a defining moment in our history—and a foundation for future change. We are now delivering our 2022–2032 Strategic Vision, setting out our ambitions for the next decade and beyond.

Find out more: <https://bda.org.uk/strategic-vision/>.

Our work

Our work is delivered through four key programmes:

1. Community & Advocacy

We work alongside our members and the wider Deaf community to ensure their views are heard, valued, and acted upon. By bringing Deaf people together, we support collective action to challenge inequality and drive change.

Through training and workshops, we build confidence, leadership, and collective power—supporting Deaf people to influence decision-making and secure representation at every level.

At the heart of this work is a simple principle: *nothing about us, without us*.

2. Training & Consultancy

We deliver Human Rights and Capacity Building training to empower Deaf people with the tools to advocate for their rights.

We also support organisations to become BSL-inclusive through our flagship BSL Awareness training and tailored consultancy, helping participants develop a deeper understanding of BSL and Deaf culture.

We established the independent BSL Alliance, a coalition of Deaf organisations working together to strengthen and promote BSL across the UK.

3. Human Rights & Equality

As the representative body for Deaf people in the UK, we equip Deaf people with the knowledge and strategies to claim and defend their rights, including:

- Recognition and respect for BSL/ISL and Deaf culture
- Securing equitable access and opportunities across all areas of life

Through the BSL Charter, we connect Deaf people with public services—enabling them to raise concerns, influence service delivery, and access clear, accessible information.

We work with Deaf leaders and policymakers to implement key frameworks, including the UN Convention on the Rights of Persons with Disabilities and UK sign language legislation. Alongside this, we deliver Equality & Rights training and lead national advocacy to drive systemic change.

4. Sign Language & Culture

We promote and celebrate BSL and ISL through campaigns, events, and national initiatives.

Our work includes leading the award-winning *BSL Act Now!* campaign and launching *BSL in Our Hands*, calling for free access to sign language for families of deaf children.

We host annual events including the BSL Conference and AGM Weekend, and lead national and global campaigns such as Sign Language Week and the International Week of the Deaf—bringing communities together and raising awareness of Deaf culture and rights.

“The BDA is the Deaf community.”

– Roundtable participant, 2022

JOB DESCRIPTION

Job Title: Head of Income Generation

Salary: Band B £55,000 – £75,000

Reports to: Chief Executive

Direct Reports:

- Fundraising Team (Trusts & Foundations, Community & Events, etc.)
- Training & Consultancy Manager
- Deaf Museum / Heritage Lead

Location: Hybrid - part-home and part-office base at BDA's London office. Occasional travel across the UK.

Contract: Permanent

Holidays: 25 days a year plus 8 Bank Holidays (pro rata)

Pension: The BDA operates a contributory pension scheme and will auto-enrol you into the scheme in accordance with its auto-enrolment obligations

About the Role

This is a unique opportunity for an ambitious and commercially minded leader to shape and deliver a modern, integrated income generation function at a pivotal moment in the BDA's development.

We are seeking an experienced professional with a strong track record in income generation, fundraising or business development, who can drive transformational growth and diversify income. You will bring creativity, innovation and strategic thinking to develop new opportunities, strengthen existing ones, and maximise the organisation's reach and impact.

With overall responsibility for income generation, you will develop and deliver a long-term income strategy, taking a strategic and entrepreneurial approach to growing sustainable income streams.

You will lead and grow the Income Generation Directorate, delivering a diversified income portfolio that supports BDA's strategic priorities and long-term ambitions. This includes income from trusts and foundations, corporate partnerships, community and events, individual giving, and earned income through training, consultancy and heritage activity.

Leading a multidisciplinary team, you will provide both strategic leadership and hands-on direction—personally driving high-value opportunities, partnerships and business development.

As a member of the Senior Leadership Team, you will contribute to the overall strategic direction of the organisation and lead external engagement with key partners and stakeholders, strengthening BDA's profile, influence and ability to mobilise resources in support of its mission and 10-year vision.

This role has been created following a strategic review of our income potential and will lead a newly defined directorate bringing together:

- Fundraising

- Membership & Events
- Training & Consultancy
- Deaf Museum / Heritage

You will play a central role in building a high-performing, forward-looking function and embedding a culture where income generation is a shared organisational responsibility.

Key accountabilities and responsibilities

This role presents a unique opportunity to build on recent momentum—driving a step change in income generation and positioning the BDA as a leading and innovative organisation within both the Deaf sector and the wider charity landscape.

As awareness and recognition of BSL continues to grow, there is significant potential to expand income, deepen engagement, and develop new partnerships that support long-term impact.

The Head of Income Generation will play a pivotal role in delivering this growth—leading the development of a diverse and sustainable income portfolio, securing strategic partnerships, and strengthening long-term financial sustainability.

Working closely with the CEO, Board of Trustees, and Senior Leadership Team, the postholder will play a key role in enabling the BDA to expand its reach, influence and impact for Deaf people across the UK.

1. Income Generation Strategy & Planning

- Develop and lead the delivery of BDA's integrated Income Generation Strategy, building on the 5-year fundraising plan to drive sustainable growth across multiple income streams, including fundraising, community and events, training and consultancy, and heritage activity.
- Identify, develop and scale diverse, sustainable income streams, ensuring an appropriate balance of restricted and unrestricted income.
- Drive innovation across all income-generating activity, developing new propositions, products and partnerships that position BDA as a sector leader.
- Maintain oversight of income performance, using data and insight to evaluate progress, inform decision-making and strengthen long-term financial sustainability.

2. Leadership & Directorate Management

- Lead and develop the Income Generation Directorate, providing clear strategic direction and effective coordination across all income streams.
- Line manage and support senior staff across business development, fundraising, training and consultancy, and heritage functions, ensuring high performance and continuous development.
- Work closely with the CEO, Board of Trustees and Senior Leadership Team to identify and unlock high-value opportunities, including major donors, corporate partnerships and strategic collaborations.

- Build a high-performing, inclusive and values-driven team, embedding a culture of ambition, accountability and innovation.
- Contribute to organisational planning, leading income generation input into annual plans, budgets and business planning cycles.

3. Business Development & Partnerships

- Lead the development of strategic, multi-year partnerships with funders, corporate partners and key stakeholders.
- Personally cultivate and secure high-value opportunities, including major gifts, corporate partnerships and commissioned work.
- Work with the CEO and senior colleagues to leverage networks, influence and profile to maximise income opportunities.
- Embed a relationship-led approach to income generation, ensuring excellent stewardship and long-term engagement.

4. Cross-Organisational Collaboration

- Work collaboratively with Communications, Community and Policy teams to develop compelling cases for support, campaigns and income-generating opportunities.
- Ensure income generation activity is audience-led, insight-driven and aligned to BDA's mission and strategic priorities.
- Embed a culture where income generation is understood as a shared organisational responsibility.

5. Financial Management & Performance

- Lead income forecasting, pipeline management and target setting across all income streams.
- Work closely with the Head of Finance to ensure robust budgeting, financial planning and performance reporting.
- Monitor return on investment across activities, ensuring resources are effectively allocated to maximise impact and income.

6. Governance, Systems & Compliance

- Ensure all income generation activity complies with relevant regulations, including fundraising standards, GDPR and Charity Commission guidance.
- Oversee the effective use and development of CRM systems and data to support relationship management and income growth.
- Ensure appropriate systems, processes and infrastructure are in place to support efficient, scalable and compliant income generation activity.
- Provide regular, high-quality reporting to the CEO, Senior Leadership Team and Board of Trustees.

BDA General

- Participate as and when required in team and one-to-one meetings, and undertake, as appropriate, courses/training/other developmental activities, relevant to the role.
- Ensure, in the course of employment, complete confidentiality is maintained in respect of the Charity, its dealings, transactions, affairs and all other information relating to clients, participants, associates, staff and other subsidiaries etc.
- Keep up to date with developments within the BDA and other sector-wide practices that influence the day-to-day activities within the role, ensuring compliance with relevant legislation and any other relevant internal/external factor(s).
- Ensure all activities comply with appropriate legal requirements and with BDA policies and procedures.
- Demonstrate commitment to the aims and objectives of the BDA.
- Support the work of volunteers and other placements as required.

Acceptance

I understand that my signature below indicates that I have read and understood the above job description for my position.

I understand that the job description is not an exhaustive list of duties and that I will be expected to perform different tasks as necessitated by the organisation. I also understand that the job description is subject to change at the discretion of my employer at any time.

Signed:			
Name:		Date:	

Person Specification

Experience

Essential

- Senior experience in income generation, fundraising, business development or commercial roles
- Proven track record of growing income across multiple streams
- Experience developing and delivering strategic income plans
- Success in securing high-value partnerships, donors or contracts
- Experience of leading and developing teams and contributing at a senior/strategic level

Desirable

- Experience in a charity, membership or social enterprise
- Experience of earned income (training, consultancy, services)

Skills & Knowledge

Essential

- Strong strategic thinking and ability to deliver results
- Excellent relationship-building and influencing skills
- Strong understanding of income generation and business development
- Financial awareness, including budgeting and income forecasting
- Ability to use data and insight to drive performance and growth

Desirable

- Knowledge of fundraising regulation, CRM systems and sector trends

Leadership & Attributes

- Strategic, entrepreneurial and opportunity-focused
- Strong, inclusive leader who can motivate and develop teams
- Able to operate both strategically and hands-on
- Collaborative, with the ability to work across teams and build partnerships
- Resilient, adaptable and results-driven

Values & Commitment

- Commitment to the BDA's mission, values and Deaf-led approach
- Passion for equality, inclusion and Deaf rights
- Willingness to travel across the UK

Desirable:

- Knowledge of Deaf culture and BSL/ISL

Values & Accessibility

At the BDA, our values shape how we work, collaborate, and lead change. We are committed to creating an inclusive, empowering, and values-driven organisation that puts the Deaf community at the heart of everything we do.

- **Purpose-driven** – We believe in what the BDA stands for and are motivated by a shared commitment to advancing Deaf people's rights and equality. <https://bda.org.uk/history/what-we-stand-for/>
- **Community-led** – We recognise that Deaf people's lived experiences of inequality, injustice, and marginalisation must inform our strategies, campaigns, and services.
- **Collaborative and engaging** – We work together, share knowledge openly, and build strong partnerships and alliances to maximise our impact.
- **Courageous and independent** – We value our independence, enabling us to challenge poor practice, policy, stigma, and discrimination with confidence and integrity.
- **Inclusive and respectful** – We create an environment where people feel valued, supported, and able to be themselves, respecting diverse perspectives and experiences.
- **Empowering and accountable** – We support others to contribute their views, take ownership of our actions, and learn openly from our mistakes.
- **Driven by impact** – We are passionate, proactive, and committed to making a meaningful difference for the Deaf community.

The BDA is a Deaf-led organisation. We actively encourage applications from Deaf and disabled candidates. We are committed to providing reasonable adjustments throughout the recruitment process and in the workplace.

BSL users are welcome to submit applications in BSL (video format), and interviews will be fully accessible.

How to Apply

Please submit:

- A CV (or equivalent experience statement)
- A brief supporting statement (max 1 side A4, min font 11) explaining how you meet the role requirements OR a video statement in British Sign Language
- Deadline 22 June 9am

- Send to recruitment@bda.org.uk
- To discuss the role, please email Rebecca Mansell, CEO on rebecca.mansell@bda.org.uk

Applications in British Sign Language are welcomed.

The BDA's Vision and Mission

Our vision is Deaf people fully participating and contributing as equal and valued citizens in the wider society.

Mission

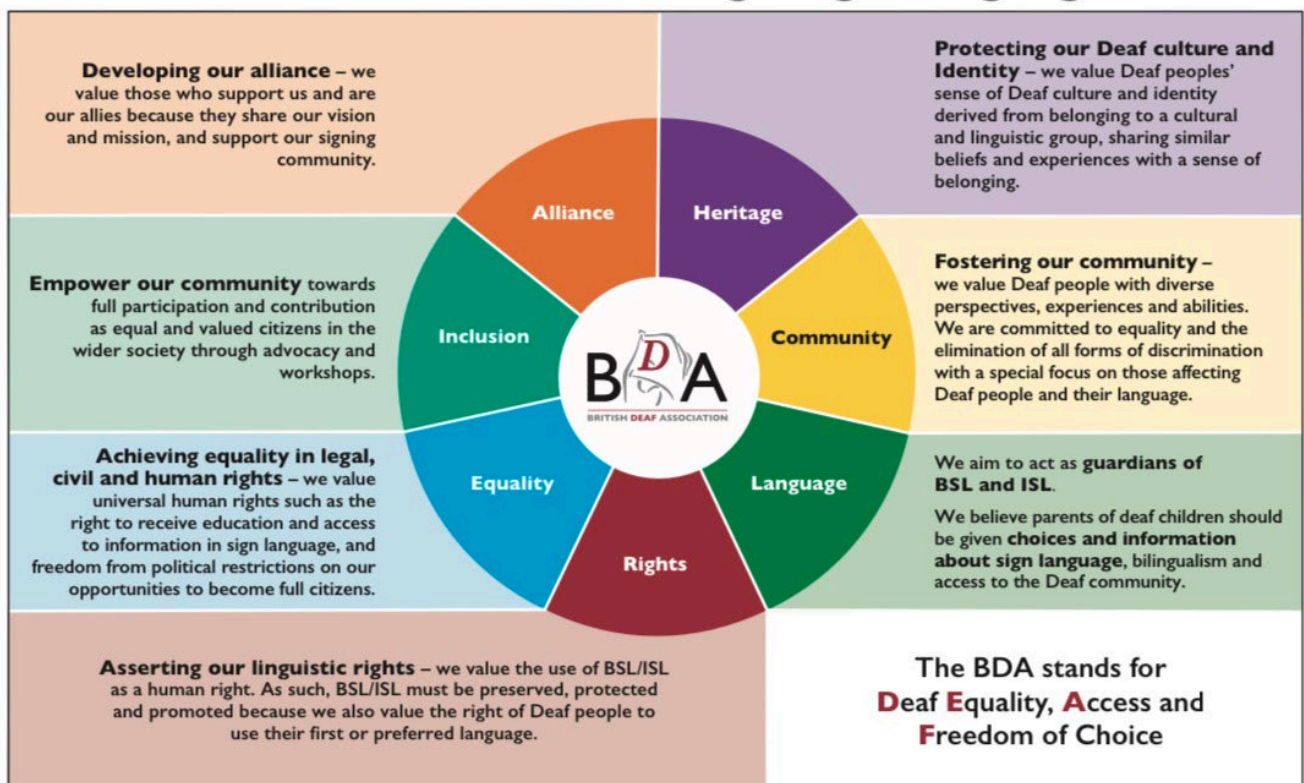
Our Mission is to ensure a world in which the language, culture, community, diversity, and heritage of Deaf people in Great Britain and Northern Ireland is respected and fully protected, ensuring that Deaf people can participate and contribute as equal and valued citizens in the wider society.

This will be achieved through:

- Improving the quality of life by empowering Deaf individuals and groups;
- Enhancing freedom, equality and diversity;
- Protecting and promoting BSL and ISL.

Our social values

Our Social Values through Sign Language



What we stand for

Deaf Equality

This means that Deaf people are able to access information, services and support in their preferred language, to have the same opportunities to achieve the same life outcomes as anyone else. Legal recognition of both BSL in the Great Britain and Northern Ireland and ISL in Northern Ireland are key steps in raising recognition, awareness and respect, and achieving equality of access and opportunity for Deaf people.

Access

Every Deaf person must have access to services from Government level down to their local council in their preferred language.

Freedom of Choice

Every Deaf person should be able to use BSL and/or ISL without sanction and without obstacles.

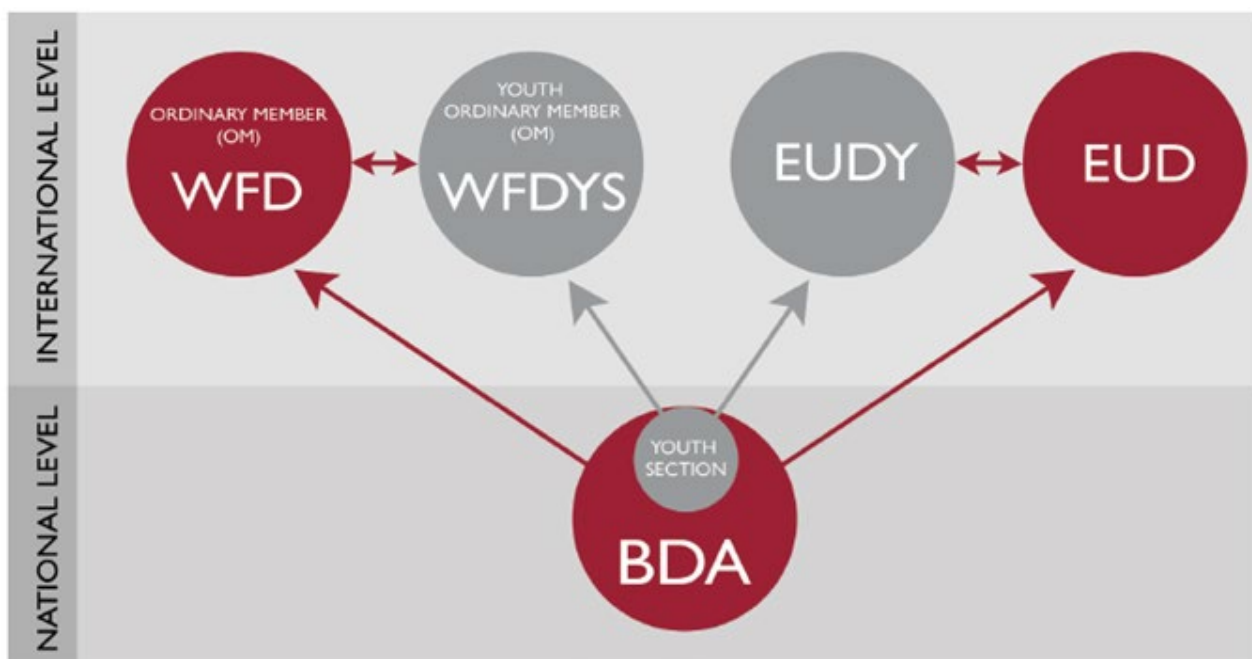
We believe that every Deaf

- person has the right to communicate in their preferred language
- child has the right to bi-lingual education

Human Rights

Human rights are the basic rights and freedoms that belong to every person in the world, from birth until death. They apply regardless of where you are from, what you believe or how you choose to live your life. They can never be taken away, although they can sometimes be restricted – for example if a person breaks the law, or in the interests of national security.

These basic rights are based on shared values like dignity, fairness, equality, respect and independence. These values are defined and protected by law. In Britain our human rights are protected by the [Human Rights Act 1998](#).



The BDA has been an Ordinary Member of the World Federation of the Deaf (WFD) since September 1957, and a Full (and founding) Member of the European Union of the Deaf (EUD) since 1985.

WFD is an International Non-Governmental Organisation in official liaison with ECOSOC (Economic & Social Council), UNESCO (United Nations Educational, Scientific and Cultural Organisation), ILO (International Labour Organisation), WHO (World Health Organisation) and the Council of Europe (CoE). It also has a consultative status in the United Nations (UN) and is a founding member of the International Disability Alliance (IDA).

EUD is a supranational organisation representing Deaf people at European level and is one of the few ENGOs representing associations from all of the 27 EU Member States, in addition to Iceland, Norway, Switzerland and the United Kingdom. EUD aims to establish and maintain EU level dialogue with its relative institutions and officials, in consultation and co-operation with its member national associations of the Deaf (NADs). EUD is a full member of the European Disability Forum (EDF) and is a Regional Co-operating Member of the World Federation of the Deaf (WFD) to tackle issues of global importance. It also has participatory status with the Council of Europe (CoE).

The BDA remains a permanent member of EUD; the UK's withdrawal from the EU has had no impact on BDA's membership of the EUD, which is not limited to member states of the European Union.

BDA Youth is a committee of the BDA which represents young Deaf people across the UK and is a member of the World Federation of the Deaf Youth Section ([WFDYS](#)), and European Union of the Deaf Youth ([EUDY](#)).

The Convention on the Rights of Persons with Disabilities (CRPD), adopted by the UN General Assembly in 2006 and ratified in June 2023 by 186 UN Member States, is the latest international human rights convention emanating from the UN. It is also one of the most ratified conventions in the UN legal system.

The motto of the CRPD, **“Nothing About Us Without Us.”** places persons with disabilities, including Deaf people, and their representative organisations - national associations of Deaf people - at the forefront of the decision-making processes related to them.

CRPD Article 4.3 requires national governments to actively consult and collaborate with national representative associations of Deaf people regarding any legislation, programme or policies related to Deaf people and national sign languages. The BDA is the official National Representative Organisation of the UK representing the Deaf and BSL/ISL community, and holds this status at WFD, WFDYS, EUD and EUDY.

Read more about the WFD's Guidelines for Achieving Sign Language Rights here: <https://wfdeaf.org/wp-content/uploads/2023/07/Guidelines-for-Achieving-Sign-Language-Rights.pdf>

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