



Job Description

The **UK Council for Psychotherapy (UKCP)** is the leading professional body for the education, training, accreditation and regulation of psychotherapists and psychotherapeutic counsellors. Our register of over 8,000 individual therapists is accredited by the Professional Standards Authority (PSA). As part of our commitment to work for public benefit, we strive to improve access to psychotherapy, to support and disseminate research, to improve standards and to respond effectively to complaints against therapists on our register.

Title	Part-time income generation specialist Six-month fixed term contract 21 hours per week (0.6 FTE)
Reporting to	Strategic projects lead
Direct Reports	None
Location	UKCP, York House, 221 Pentonville Road, London, N1 9UZ, and remote working

The income generation specialist will play a pivotal role in exploring and developing new non-membership income generation streams for UKCP. The successful candidate will carry out feasibility assessments, market research and business planning for various income-generating initiatives. They will help us diversify our income, contributing to the strategic aims and long-term financial sustainability of the organisation.

Aims

To conduct feasibility assessments, market research and business planning to identify viable non-membership income-generating initiatives, while ensuring that these initiatives align with UKCP's strategic goals and consider the needs and interests of our members and the public.

Main duties and responsibilities

Market research and analysis:

- Conduct desktop market research to explore potential new income generation opportunities.
- Identify trends, gaps and opportunities in the market that align with UKCP's strategic

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goals.

- Benchmark against comparable organisations in the sector.
- Identify and analyse potential customer segments, understanding their needs and behaviours.

Feasibility studies:

- Assess the feasibility of proposed income generation initiatives, including financial viability, operational capacity and market demand.
- Evaluate risks, barriers and challenges for each potential initiative.
- Conduct financial modelling and cost-benefit analyses to determine potential revenue and investment requirements.

Proposal development:

- Develop comprehensive proposals for each income generation idea.
- Ensure that each proposal includes financial projections, encompassing whole life costs such as development, overheads and wind-down costs, along with risk assessments, stakeholder analysis, operational feasibility analysis and a focus on long-term sustainability.
- Prepare detailed reports and recommendations for senior leadership and the finance, risk and audit committee.

Strategic fit and integration:

- Assess how each income generation idea fits into UKCP's overall strategy and mission.
- Ensure alignment with the organisation's goals, including our commitment to improving services for members, EDI-BIIDE and enhancing our charitable aims.

Project management:

- Manage the scoping and development of income generation ideas from concept to the feasibility stage.
- Liaise with key internal and external stakeholders as needed.

Legal and regulatory considerations:

- Ensure that all proposed initiatives comply with relevant legal, regulatory, charity status and tax requirements.
- Investigate and adhere to any necessary accreditation (eg Fundraising Regulator accreditation for donation-related projects).

Reporting and evaluation:

- Prepare and present regular updates to the senior management team.
- Deliver final feasibility studies at the end of the contract, including clear recommendations on which initiatives should be taken forward.

This is not an exhaustive list and you are required to be flexible in your approach to carrying out your duties which may change from time to time to reflect changes in UKCP's approach to a culture of continuous improvement.

Person specification

Essential

- Proven experience in income generation, business development, or fundraising.
- Demonstrable experience in conducting market research, feasibility studies and financial modelling.
- Strong project management skills, with the ability to manage multiple projects and deadlines.
- Excellent written and verbal communication skills, with particular focus on preparing reports, business plans and delivering clear, effective presentations with the ability to inspire.
- Strong analytical skills, with the ability to assess complex information and make informed recommendations.
- Demonstrate innovation and creativity in developing solutions.
- Ability to work independently and collaboratively with internal and external stakeholders.
- Understanding of working in the charity sector, including fundraising and charitable resource practices, alongside a knowledge of regulatory and legal considerations around fundraising, business development or similar areas.
- Demonstrate an awareness and understanding of processing and handling commercially sensitive information with confidentiality.

Desirable

- Experience working within a membership organisation.
- Understanding of the psychotherapy and counselling sector.
- Familiarity with CPD frameworks or accreditation processes.

Our values

Our values are central to us.

We recruit according to these values, appraise our people against them, embed them in our working practices with colleagues, ensure that UKCP's practice is continually informed by them and measure our impact against them.

- We believe in working with **integrity** throughout the organisation.
- We are **innovative** in our approach to member support and ensuring high standards of practice.
- We ensure that our policies are **informed by data and evidence**, wherever possible.
- We **recognise the pluralism of the modality traditions** upon which psychotherapy is based and encourage dialogue to promote understanding.
- We aspire to be **courageous and inquisitive** in the way we work.
- We seek to be **inclusive**, recognising the diversity of the society in which we live and work, and we strive to have respect for everyone we work with.

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- We aim to **work collaboratively** with other organisations when it is in the public's interest.
- We are **reflective** and seek to learn when things do not go as expected.

I can confirm that I have read, understood and agree to undertake the duties as detailed in the above job description.

Signed: _____

Name: _____

Date: _____