

## JOB DESCRIPTION

### Senior Bid & Health Business Development Manager

#### MAIN PURPOSE

- To coordinate business development activities, supporting the Head of Health Services
- To write quality Public Health bids, ensuring compliance with requirements
- To win at least 50% of tenders submitted

#### SUMMARY OF RESPONSIBILITIES AND DUTIES

Responsible and accountable for:

- To be fully responsible for the development of procurement opportunities assessing feasibility, risk and profitability in line with business plans, developing critical and analytical assessment of opportunities.
- Assess business development opportunities within the scope of the Health Strategic Plan to ensure efficient and effective use of resources and advise on decision making regarding PQQ and ITT submission, in line with internal senior management approval.
- To identify and maximise Business Development opportunities, both within existing contracts and new tender opportunities, relating to the prevention and treatment agenda.
- To work collaboratively and effectively with the Health Team, ensuring that local intelligence is utilised to inform the strategy, complementing wider research and intelligence gleaned through strong and powerful networks.
- Complete sound business modelling of all opportunities, ensuring accurate benchmarking and informed planning, enabling ultimate achievement of KPIs to demonstrate effectiveness and achieve associated finances.
- To develop and write all method statements in line with specification requirements, reflective of the budget and model devised.
- To develop and inform the financial envelope of opportunities at ITT or quotation stage, ensuring completion and communication of appropriate risk regarding the submitted price.
- Conduct assessment and the securement of opportunities that facilitate and encourage innovative ways of working, potentially resulting in the formation of partnerships that will contribute toward the growth and diversification of Health.
- Explore new market opportunities in line with the internal strategy to explore commercially viable health solutions to ensure sustained growth of the business.
- Provide strong Client Relationship Management ahead of securing new business, both speculative and during mobilisation of new contracts, working cohesively with the Head of Everyone Health.

- To identify and work on positive company exposure through key leadership of events, showcasing opportunities and networking events, representing the company and widening reach, with the support of the Marketing team and external PR Company.
- Lead the development of ad-hoc, business opportunities when required, developing business cases that secure additional funding and upselling of our portfolio.
- Ensure that commitment to equal opportunities is reflected at all stages of project planning, delivery and evaluation, in line with agreed service standards.
- To ensure timely, accurate production of quality documents for tendering purposes and close monitoring of business development opportunities.
- To attend, report on, and manage all bid activity from PIN to Market Engagement to submission.

## PERSON SPECIFICATION

### 1. SKILLS & ABILITIES

- Excellent oral and written communication skills, including the ability to produce and present clear written reports and guidance, which interpret and effectively communicate / explain complex Health issues to a variety of internal and external clients.
- Ability to present effectively to a range of different audiences, including the ability to respond confidently to questions when under pressure in a competitive environment.
- Sound, management and motivational skills with proven ability to work effectively with all levels of colleagues and managers, including effective partnerships with other agencies and service providers.
- Proven analytical skills and strategic thinking with the ability to develop and deliver strategies that meet business needs.
- Proven ability to assess and advice on policies and procedures with regard to health services, contracts, legislation and best professional, with a focus on development opportunities and new business.
- Proven problem-solving skills and the ability to be flexible and exercise sound judgement and decision-making, and give sound advice often within tight timescales.
- Strong numeracy skills that enable sounds business modelling and financial planning.
- Strong proven influencing and persuading skills, sufficient to inform, pitch and persuade potential new clients of the benefits of our USPs.
- Strong interpersonal skills that enable excellent networking ability, client relationship management and public relations within a varied range of stakeholders with various settings.
- Proven ability to undertake a diverse and demanding workload and to deliver consistently high quality work, using own initiative, confident prioritisation skills, working to competing deadlines.
- Ability to think analytically and synthesise information.
- Strong ability to use Microsoft Word, Excel and navigate confidently through a variety of web-based procurement programmes.

## 2. KNOWLEDGE

- Knowledge and awareness of changing political and operational agendas/priorities across Public Health and Wellbeing, the NHS, PHE, national health organisations, CCGs, Health and Wellbeing Board structures/roles /responsibilities, together with an understanding of monitoring changes as they develop.
- Strong commercial awareness, strengthened with an understanding of procurement / spending priorities within the scope of our clients.
- Sound understanding of tendering / procurement procedures and the legality that surround these processes.
- Sound knowledge of key policies, guidelines and drivers for health improvement programmes including prevention, lifestyle behaviour change and chronic disease management.
- Knowledge of patient confidentiality, data protection and information governance.
- At least one specific area of Subject Matter Expertise in Public Health intervention services.
- Significant understanding of our protocols and pathways, such that you can explain them clearly and coherently in bids.

## 3. EXPERIENCE

- Significant experience of preparing bidding documentation to win business, including the formation of PQQs, ITT's and Business Cases.
- Experience of working commercially in the Public Health sector
- Evidence of tender development and production to secure strong commercial deals in Health
- Experience of pitching, influencing, and negotiating when securing new opportunities
- Track record of winning new health / health related business opportunities, preferably with the public health sector
- Experience of project management and delivery of complex health and wellbeing projects successfully, using project modelling and benchmarking approaches to inform business decision making
- Experience of working effectively, efficiently and co-operatively as a team member

## 4. QUALIFICATIONS

- The post holder should ideally hold a relevant degree, including health improvement.

## 5. SPECIAL CONDITIONS

- Highly motivated self-starter with resilience, determination and the ability to see jobs through to completion.
- Evidence of a personal commitment to continuing professional development and to maintaining an up-to-date professional knowledge sufficient to be a credible and effective source of advice.
- Post holder must have a driving license in order to undertake extensive travel for business