

JOB DESCRIPTION

Job title	Business Development Manager
Department	MHLD Business Development
Reports to	Head of MHLD Business Development
Grade	
Location	Home Based

Job purpose	<p>Secure new business and retained revenue across a broad range of product lines. Achieve this through proactive and competitive tendering as well as proactive funder relationship development and relationship management.</p> <p>Lead and support competitive and proactive sales pitches ensuring that project teams remain informed, engaged and driven to achieve the best outcome.</p> <p>Map priority areas under management and consider where there is synergy and potential to build on existing footprint and relationship. Create and maintain a two-year rolling business development plan for areas under management which devolves into Locality Growth Plans and Growth Targets.</p> <p>Work with colleagues to create and manage a two-year rolling national business growth strategy which is integral to the Business Unit Business Plan and fully delivers Turning Point's growth aspirations and market potential.</p> <p>Support product packaging, product management and new product development through intelligence gathering from across business development and operational activities; using analysis of qualitative and quantitative data.</p>
Key accountabilities	<p>Business Development Management</p> <ul style="list-style-type: none"> • Complete, review, revise and communicate Locality Growth Plans with new business pathways identified and months. Accountable for achieving revenue targets. • Complete monthly performance reports for areas under management with one per quarter being in depth analysis of strengths, plans and areas for improvement. Include evaluation of current and completed projects for continuous learning and improvement. Report on findings and recommend continuous improvement actions. • Hunt down and convert new commissioner and funder relationships. <ul style="list-style-type: none"> ○ Market scoping and intelligence gathering across new and existing areas to assess and develop growth strategies. ○ Identify new target areas for growth and exploit these through relationship development. ○ Proactive presentation of Turning Point products and services for cross-selling and upselling. ○ Work on a rota basis to identify, manage and communicate new opportunity advertisements on portals. This will not be limited to MHLD Business Unit opportunities.

	<ul style="list-style-type: none"> • Farm commissioner and funder relationships to drive organic growth. <ul style="list-style-type: none"> ○ Set up and lead meetings for new growth in existing contacts. ○ Ensure all existing contracts within 18 months of the contract end date have a retention plan in place to secure revenue protection and optimise future growth opportunity. ○ Influence decision making and inform strategic direction. ○ Proactively present Turning Point products and services for cross-selling and upselling. • Lead competitive new business and retention activities to the point of award / re-award; inform challenge and develop bid strategies. Utilise resources of the bid team as required. • Inform the development of innovation, technology and good practice that can impact across a wide range of services. • Capture solutions in proactive proposals for submission to funding bodies. Utilise resources of the bid team as required. • Engage with potential bid and development partners and secure joint-working agreements where this aids Turning Point's ambitions. • Lead on the design and delivery of presentations and interviews in support of new business and retender activities • Lead on the handover of proactive new business wins to the Implementation Manager. Participate in the handover of successful competitive bids. • Member of the decision making panel for Complex Support at initial referral stage and then when an approval is required to submit an offer to provide. • Creative input into marketing and communications materials for the use in growth activities; including commissioning work to support new business campaigns. • Attend strategic market events targeted for growth and relationship development. • Present to and participate in Local, Regional and National Operations and Performance Meetings. • Line management of Business Development Team staff as and when required. • Task management for individuals across managed projects. • Support and deputise for the Implementation Manager as may be required from time to time. Support implementation projects and activities in line with business priorities. • May deputise for the Head of Business Development as required in their absence. <p>Personal and Team Development</p> <ul style="list-style-type: none"> • Actively participate in one-to-one skills and performance development sessions, proactively sharing your challenges, ideas and solutions. • Participate in a weekly planning call to share challenges, ideas and solutions across the team and to prepare for the activities of the week ahead.
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	<ul style="list-style-type: none"> Attend and participate in monthly face-to-face team meetings for performance review, Bid Project process and knowledge development; prepare reports for meetings and lead discussions as required. Attend, participate in and occasionally design quarterly workshops for product learning, product development, external market analysis, solutions development and improvement. <p>Other</p> <ul style="list-style-type: none"> The post holder will cover a regional geographic area and may from time to time be required to cover additional areas according to business need. It is expected that significant business travel will be required which may necessitate occasional overnight stays.
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Dimensions	Direct reports	<ul style="list-style-type: none"> As required according to business need. Will significantly influence the thinking and behaviour of business development and operational colleagues with regard to product / service development and positioning the business for effective growth activity. Leads project teams to discuss and deliver solutions, reach decisions and produce output within tight deadlines.
	Total staff overseen	<ul style="list-style-type: none"> As required according to business need.
	Internal contacts	<ul style="list-style-type: none"> Will work closely with the Head of Business Development, Heads of Operations and Operational Senior Managers. Central Support staff at all levels. Project management and transformation teams. SMPH Business Unit Teams.
	External contacts	<ul style="list-style-type: none"> Commissioners in advance of and as part of the pitch, bid or sales process. Other organisations in current and new partnership and sub-contracting arrangements. Strategists, influencers and policy makers in the health, social care and housing sectors. A broad audience of stakeholders in the delivery of social and health care services; including clinical practitioners; non-clinical practitioners; providers; families; the people we support; and the support networks they wish to engage.
	Planning horizon	<ul style="list-style-type: none"> 0-24 months typically but could involve a longer time horizon for strategic

		<p>development.</p> <ul style="list-style-type: none">• Will participate in product reviews which are completed on an annual rolling basis.
	Problems solved	<ul style="list-style-type: none">• Will create solutions linked to funding body requirement, product and market competitiveness, financial viability of products offered, and to address the requirements of output specifications and contracts.• Analyses opportunities for innovation, recommending evolution, revolution and evidencing the need for change.
	Financial authority	<ul style="list-style-type: none">• Has a specific revenue growth and retention target.

PERSON SPECIFICATION

Essential Qualifications & Experience	<ul style="list-style-type: none"> • Degree level qualification or previous work in a similar role • Managing people in a bid or sales environment or possessing a management qualification • Developing and sustaining positive working relationships with internal and external stakeholders • Experience of delivering excellent customer management and account management across a allocated customer portfolio • Delivering winning product or complex services opportunities through competitive and proactive bids and tenders or customer relationship management • Retender planning for existing contracts and accounts • Attending and presenting at external events • Working to internal governance procedures
Essential Knowledge	<ul style="list-style-type: none"> • Customer and account relationship management methodology • Procurement legislation and process • Legislation, current and emerging best practice related to health and social care provision • Landscape of innovation across health, social care and associated technology • Product development and review • Risk identification, recording and mitigation • Fully conversant with the competitive marketplace • Sound commercial understanding, of P&L and bid pricing models. • Database management of activities and actions
Essential Skills	<ul style="list-style-type: none"> • Comfortable working at CEO / Director Level (internal colleagues and external customers) • Able to negotiate with customers, overcome difficult issues and seize on opportunities for growth and enriched customer relationships • Assessment of opportunity qualification, win strategies, commercial discussions, and solution design

	<ul style="list-style-type: none">• Manage complex, multi-work stream opportunities• Motivate and develop people to achieve in a target driven environment• Project management and review• Creative writing and presentation• Effective communicator at all levels in verbal and written mediums
Essential Personal Qualities	<ul style="list-style-type: none">• Passionate about delivering 'Inspired By Possibility' and the Turning Point values system• Respectful of lived experience and drawing the ideas and solutions of the people we support into new products, services and shaping our dialogue with commissioners• Motivated and determined to achieve and exceed targets• Resilient, willing and able to derive learning from success and failure alike• Flexible around working hours to deliver to project deadlines• Willing and able to undertake reasonable business travel which may include overnight stays• Committed to participation in a management team being willing to share ideas, create solutions and overcome challenges together• Committed to the support and continuous development of a team and team members• Championing of diversity, equality and inclusion• Standard bearer for quality of output and ethical practice