

# Senior Business Development Manager



**Location:** Home working, with travel as required

**Reports to:** Managing Director

## About Us

Human Engine is a Financial Times top-ranked management consultancy with specialisms in strategy, change, digital, commercial and projects.

We are a small but quickly growing company that works with clients in local government, central government, the NHS, charitable and regulatory sectors. Our client work is extremely varied – from supporting NHS trusts to provide better care to patients to helping local authorities to make savings in their supply chains. Whatever the nature of the project, our mission is to help organisations and individuals to do the best work of their lives.

## Role Overview

The Senior Business Development Manager post is a new role in our organisation. It has been created out of a need to put full time resource around our business development activities to free up our consultants to deliver outstanding work for clients.

In 2021 we secured places on CCS Management Consultancy Framework 3 and ESPO Consultancy Services Framework. This has opened up a significant number of opportunities that we did not have access to during the first three years of the business. Alongside this, we have a number of products and innovations that we want to take to market.

Reporting to the Managing Director, our new Business Development Manager will lead on all aspects of our business development activities, including tendering, marketing and sales. You'll work with the company management team to develop a commercial strategy and implement this with the help of our Digital & Marketing Manager.

You'll lead on a wide variety of tasks to help the business to develop and grow, reflecting the complexity of the sectors with which we do business and the diversity of ways in which our work is secured. This will require an equally diverse skillset – you'll need to have outstanding written communication skills, able to succinctly communicate complex concepts as part of tenders, and be a natural at developing relationships with a wide range of people.

## Dimensions of the Role

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### Developing Strategy

- Working with the Managing Director to develop and implement a commercial strategy that provides a pipeline of work that allows us to sustainably grow the business, freeing consultants up to focus on delivering outstanding work.
- Developing and maintaining expert awareness of market conditions (what our customers need and what our competitors are doing) to keep our commercial strategy relevant.
- Working with the Managing Director and other team members to develop new products and services across both consulting and training that we can take to market.

### Marketing

- Working with the Managing Director and Digital & Marketing Manager to develop quarterly marketing plans that achieve the objectives of the commercial strategy.
- Working with the Digital & Marketing Manager to implement marketing strategies, ensure the greatest RoI from marketing effort and marketing spend and covert increased market awareness of our services to confirmed revenues.
- Designing and delivering marketing campaigns for specific products, services and innovations such as our Commercial Academy, as well as our consulting services.
- Working with the Digital and Marketing Manager to develop content for website, social media and direct marketing.
- Working with the consultants to develop case studies from projects for use on the website, social media and as part of tenders and proposals.

### Tenders and Proposals

- Ensuring that we always have visibility of opportunities through tender portals, Frameworks and other channels; compiling a daily digest of potential opportunities.
- Working with the company management team to qualify opportunities and make recommendations for what to pursue based on analysis of opportunities and external research and market intelligence.
- Management of the end-to-end process for tenders and proposals. This includes competitions run under the Public Contracts Regulations (formerly known as OJEU procedures), further competitions from Framework Agreements and other forms of proposals, including below-threshold proposals and proposals for direct awards.
- Leading the development and co-ordination of tender responses, ensuring compliance with all mandatory and selection questionnaire criteria, writing significant aspects of the proposal and liaising with the relevant consultants to develop and incorporate expert technical input.

- Working with the Managing Director to develop commercial models and price proposals that balance profitability with quality, deliverability and competitiveness.
- Management of all aspects of the submission process, including online tender portals, clarifications and other communications with buyer(s) to ensure proposals are submitted on time and to an outstanding quality, every time.
- Supporting consultants to prepare for and/or deliver presentations and interviews.
- Managing the tendering and contracting process through to contract signing/execution.
- This is a significant part of the role so it is essential that the post-holder has expert understanding and significant experience of successfully winning contracts through formal public sector procurement processes.

### Partnerships and External Relationships

- Proactively developing relationships with existing and prospective clients to secure new business and advance the profile and reputation of the business in relevant sectors.
- Proactively developing relationships with Framework Agreement operators and managed/neutral vendors to secure access to opportunities and new business.
- Developing partnerships with other businesses (large and small) for the purposes of joint bids, joint delivery and collaboration.
- Developing relationships with associates and independent consultants; maintaining a database of relevant associates who could work with us on projects.
- Developing relationships with other influential organisations and individuals in sectors relevant to our business, such as industry groups, representative bodies, professional membership organisations and think-thanks for the purposes of collaboration and advancing the profile and reputation of the business.

### Event Management

- Organising our attendance at relevant events and conferences (such as the LGA Conference), liaising with the venue/event organisers and co-ordinating all aspects of logistics, supported by the Digital & Marketing Manager and Executive Assistant.
- Maximising the value of our attendance at these event through marketing and engagement before, during and after the event; securing appointments with decision makers for the purpose of acquiring new business.
- Organising our own events such as webinars and conferences; working with the Digital & Marketing Manager to assemble outstanding panels, market the events and ensure an excellent quality and quantity of attendees that are relevant to our business.
- Following up with leads and prospects post-event to convert leads and prospects into opportunities and sales.

## Management, Administration and Compliance

- Ensuring that we are registered on all relevant tender portals and other sources of opportunity, that our details remain up-to-date and compliant and that we always have visibility of relevant opportunities.
- Ensuring that contract signing is completed including completion of client onboarding and/or Framework documentation.
- Ensuring that Purchase Orders for work are received, invoices are sent and paid on time, liaising with the lead consultants on payment trigger points.
- Managing contract renewals, extensions and variations, liaising with the client and/or third parties.
- You will be supported with these activities by our administration team.

## Other Activities

- From time to time, working on client-facing activities where this aligned to a business development skillset, such as helping clients to develop commercial strategies.
- Any other duties required that are relevant and appropriate to company activities.