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| Business Development Manager**Job Description and Person Specification** |
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| **Role:** | Business Development Manager (Public-Sector) |
| **Place of work:** | Remote  |
| **Hours of work:** | 37 (Catch22 Standard) |
| **Salary/Grade** | MPA - Advisor |
| **Reports to:** | Head of Business Development  |
| **Level of screening:** | Not enhanced  |
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| Who we are |

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. [We call these our '3Ps'.](https://www.catch-22.org.uk/about/our-vision/)

We achieve this in two ways. First we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

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| Where you fit in |
| As a Business Development Manager, you will be integral to Catch22 retaining existing contracts and supporting the development of new business through driving complex public procurement opportunities critical to organisational growth and stability. Reporting to the Head of Business Development, you will join and support an entrepreneurial, energetic and passionate Development team who has ambitious plans for securing large-scale public sector opportunities that align to Catch22’s vision to create a strong society where everyone has a good place to live, a purpose and good people around them.You will use your excellent relationship-building skills and project management experience to lead a bidding team of internal and external stakeholders to develop winning bid content for a range of unique projects. Stakeholders will report to you on specific workstreams and support with service design, market research, commercial modelling, bid writing and content development, quality assurance and compliance, and wider project management (as required).A good knowledge of public sector procurement and excellent commercial acumen will enable you to analyse commissioner requirements and work with colleagues and partners to formulate comprehensive bid strategies and win themes that maximise success. You will undertake in-depth pre-bidding research and development involving competitor analysis, market research and stakeholder engagement, to inform strategic decision-making and improve the winnability of opportunities.You will also apply your knowledge and skillset to lead on the development of new products and support leadership with wider initiatives that help grow and diversify Catch22’s service offer. You will bring a good level of knowledge and understanding across one or more area of policy focus (children’s services, employment, justice and education). Public sector income is our main source of funding and you will be key in helping us to deliver on ambitious goals to reach more people and increase the scale of our impact.The Development Team is the engine room of Catch22’s mission and business plan. It also consists of the Partnerships & External Affairs and Evidence & Insights directorates who you will work alongside to collectively grow our reach, influence, impact and financial security required to allow us to change peoples’ lives for the better. If you are intrinsically motivated by impact, have the skills, but more than anything, you are creative, ambitious and passionate, please read on. |
| Main Duties & Accountabilities |

**Lead on a rolling portfolio of bidding activity to secure significant public sector opportunities for Catch22**

You will manage the end to end bid process for public sector opportunities relevant to Catch22’s core product areas and strategic growth aspirations, delivering high quality outputs within set timeframes and with adherence to organisational guidelines and governance requirements. You will lead bid teams of internal and external stakeholders (including operational directors, delivery partners, business development colleagues and external consultants) to design services and solutions and competitive commercial models that maximise success. You will take responsibility for the overall development of winning bid content, acting on quality assurance and leadership feedback, and will manage bids in line with organisational best practice guidance, using your initiative to adapt approaches to suit unique opportunities whilst maintaining mandatory steps.

You are motivated to win business and are equally keen on supporting the organisation to make appropriate commercial decisions around risk and market position. You will play a vital role in achieving successful bid outcomes for the organisation from a range of public sector commissioning organisations.

As a team player with a commitment to collaboration, where required, you will play a supporting role in bid development, working under the direction of business development colleagues to contribute towards overall team success.

**Lead the design of high quality, outcomes-focused services and products across Catch22’s delivery hubs**

You will bring specialist skills and knowledge of developing new programmes or services as a part of funding applications and will use this to shape Catch22’s operational offer both within and outside of the bidding process. This will involve working alongside expert partners and Catch22 operational hubs, running design workshops and confidently challenging solutions throughout the process to drive quality improvement.

You will use excellent relationship building skills and your knowledge of multiple service areas relevant to Catch22 to deliver innovative and high-quality solutions that have senior leadership support.

Outside of bid specific service design, in line with annual business development plans, you will take a lead on set time-bound product development, working collaboratively to develop operational solutions that meet market needs and put Catch22 ahead of the competition.

**Deliver upstream research and development activities to inform business development decision making and strategic planning**

You will lead opportunity-based research and development phases ahead of the formal release of Invitations to Tender (ITT), gathering and analysing intelligence to better understand competition, markets and internal capabilities. You will proactively use this to influence bid-no-bid decision making and develop bid strategies that improve our potential to retain or win new business.

Additionally, your commercial acumen and excellent knowledge of key public sector commissioning organisations will help you to contribute towards wider strategic planning activity through activities such as market research. On occasion, you will need to engage with commissioners, working alongside key colleagues, to influence commissioning intentions and gather intelligence. Where required, you will develop well-informed and suitably practical recommendations to business development leadership, influencing pipeline development and stakeholder engagement planning.

**Contribute to a team and organisational culture of continuous improvement**

You will use your knowledge and experience to contribute towards a culture of continuous improvement within the team and wider organisation. You will help to identify learnings from bid activity and related areas of improvement through observation, feedback and participation in formalised learning exercises, and propose appropriate solutions (e.g. process design, tool creation). You may be asked to lead on the implementation of learnings, as agreed with the Head of Business Development. You will take a lead on specific thematic areas (e.g. Equity, Diversity and Inclusion) as well as proactively contribute to broader continuous improvement. You will work flexibly and adapt your practice to help embed learnings and improvements. You will embrace new innovations that create efficiencies and improve team outputs, including enhanced use of digital technologies such as generative artificial intelligence platforms.

You may also be called upon to support the quality assurance of low complexity bids developed by operational colleagues, and to help to deliver initiatives that further develop business development capabilities of other operational and corporate services teams.

**Identify and manage opportunity-specific partnerships and contribute to Catch22’s wider partnerships activity**

Identifying, securing and managing effective partnerships throughout the end-to-end bid process will be central to your role. Your commercial acumen will ensure that you act in Catch22’s best interests, developing partnerships that enhance the commercial and operational viability of opportunities whilst generating the highest possible income for Catch22.

You will be supported by business development leadership to source and manage partnerships in line with Catch22’s wider supply chain ambitions, and will proactively inform leadership’s wider partnership engagement activity.

Through this work you will develop strong relationships with partner organisations and gain a good understanding of the depth and breadth of their offer, and will use these to contribute towards the development of Catch22’s wider supply chain and inform strategic partnership planning.

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| What does good look like for this role? |

As part of the Business Development Team, you will contribute to the achievement of our income targets and growth aspirations. You’ll develop strong relationships across teams, lead on the design of new services and products across our operational hubs and in line with priorities, and deliver effective handover to operations.

**About You**

* ***You’re committed to Catch-22’s big vision and uphold its reputation.*** You promote the organisation to your colleagues and external stakeholders.
* ***You achieve results by leading or supporting a bid team.*** You are a skilled project manager who has good commercial understanding and is able to apply these skills to secure public sector income.
* ***You know how to connect to the essence of what Catch22 does.*** You understand what we are trying to achieve and how this might fit with the intentions of specific public sector commissioners.
* ***You can write and present to a good standard and deliver excellent outputs.*** You know how to summarise complex information succinctly, and how to get into the mindset of buyers to develop compelling win themes and convey these well within bid responses.
* ***You build strong relationships.*** An excellent communicator, you listen well, positively challenge and find ways to build rapport with others quickly to facilitate the delivery of unique and timebound projects with a range of stakeholders. You keep energy levels and momentum up through positive and impact focused communication.
* ***You’re exceptionally well-organised.*** You can keep on top of a shifting set of projects and opportunities and adopt a solutions-focused approach to challenges, identifying learnings.
* ***You have a growth mindset and recognise and acknowledge your own strengths and areas of development.*** You are self-reflective and invite feedback from others, positively taking action to further your own learning and development.

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| Organisational Relationships |

* Report to the Head of Business Development and work collaboratively with all members of the Business Development function to both lead and support set time-bound projects.
* Work closely with the Head of Business Development and Business Development Director to influence commercial decision making in relation to core retention and growth opportunities.
* Adopt a coordinated approach within the team to develop strong relationships between Business Development and other Chief Officer Group functions, especially Operations in order to understand our operational hubs and markets.
* Establish key working relationships with corporate and operational colleagues and corporate services (such as Finance) that you will be reliant on to do your job well.
* Liaise with commissioners and partners relevant to the specific opportunities you are leading on.

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| Job Title: Person Specification |
| **COMPETENCY** | **ESSENTIAL** | **DESIRABLE** | **ASSESSMENT** |
| **QUALIFICATIONS** | * Strong command of English & Maths
* Management qualification (Level 3+)
 | * A project management qualification
* Completion of a degree or apprenticeship in a relevant field
 | Application FormInterview/Selection Process |
| **KNOWLEDGE** | * Knowledge of at least one Catch22’s policy interest areas (education, employability, justice and children’s services
* Good understanding of public sector government funding
* Good understanding of programme or service development relating to funding applications
* Comprehensive understanding of the business development cycle – pipeline development and conversion
* Understanding of partnership working to develop bidding solutions
 | * Knowledge of commercial modelling including Payment by Results
* Good understanding of service design and volumes and staff model development
 | Application FormInterview/Selection Process |
| **EXPERIENCE** | * Experience working with external partner organisations to develop new funding propositions
* Management of project teams
* End to end project management
* Management of multiple projects simultaneously and balancing priorities under time pressures
* Secured funding opportunities above six figures
 | * Experience building strong networks of partners that can be drawn on to support bidding
* Experience of developing capital bids
* Experience of operational delivery in at least one area relevant to Catch22’s work
* Experience of using digital tools to support internal processes including client management tools and generative artificial intelligence software.
 | Application FormInterview/Selection Process |
| **SKILLS & ABILITIES** | * Strong interpersonal skills – good relationship builder
* Project management skills – ability to manage a project from beginning to end, from the earliest idea of what a new service will be, all the way through to signing contract/ grant agreement with partners
* Excellent written and verbal communication skills – ability to write high quality written responses that are compliant with detailed and complex specifications and are cognisant of evaluation criteria and commissioner strategic objectives
* Strong skills in basic Microsoft suite: Word, PowerPoint, Excel
* Ability to manage multiple and competing priorities simultaneously
* Research skills, to understand potential funders and their priorities
* Strategic thinking around marketplaces, audiences, organisations and stakeholders to effectively engage with
 | * Ability to quality assure the work of internal and external stakeholders, providing constructive feedback to senior leaders, peers and external consultants to drive quality improvement
* Ability to proofread and edit documents quickly
 | Application FormInterview/Selection Process |
| **OTHER** | * Shares Catch22 values
* Awareness of and commitment to Equality & Diversity
* Willing to travel and work flexibly
* Desire to develop and undertake training as required
 |  | Application FormInterview/Selection Process |