

<b>Role</b>	<b>Business Development Manager</b>
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<b>Responsible to:</b>	CEO
<b>Based:</b>	Halo Support Centre, Lion Yard, Leominster
<b>Salary:</b>	£35 - 40k plus PRP (OTE £40 - 45k+)
<b>Responsible For:</b>	-
<b>Function Links with:</b>	Board, Senior Management Team (SMT), Senior Operations Team (SOT), External Partners, Key Suppliers.

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**Role details:**

This role will lead on identifying new external business opportunities to support Halo’s growth aspirations. The post holder will be responsible for the preparation of tender and business proposals as well as building partnerships and networks with the aim of winning new business and bids to ensure Halo’s sustained growth.

In undertaking this role the postholder will be fully supported by the senior management team within Halo but the post holder will lead and project manage all aspects of preparing bids and proposals.

This role has 3 detailed areas of responsibility:

- Key Objective 1 - New Business Development
- Key Objective 2 –Tender Preparation and Coordination
- Key Objective 3 - Market Research

**Key Objective 1 – New Business Development**

1. To proactively monitor leisure publications and forge intelligence networks to aid business development opportunities.
2. To actively seek new business opportunities through the development and management of relationships within the sector (including prospective clients, competitors, consultants, agencies), and competitively through the award of local authority leisure management contracts.
3. To manage the tendering programme/process in the securing of new profitable leisure management contracts.
4. To represent Halo at the highest level at external meetings, conferences and outreach, presenting a professional, trustworthy and dynamic image of the company in the industry.
5. To represent Business Development at all internal meetings as and when required. To undertake presentations and deputise for colleagues.

## **Key Objective 2 – Tender Preparation**

1. To manage and plan all aspects of the tender submission: -
  - a. Identify suitable business opportunities
  - b. Express interest in prospective tenders and submitting pre-qualification questionnaires
  - c. Produce tender submissions
  - d. Produce financially robust business plans in accordance with the company's guidelines and expectations etc.
  - e. Manage the post tender process leading to contract award.
2. Attend bidder days to become familiar with the facilities and the Council/Client objectives and to forge professional relationships with potential local authority partners and staff.
3. Read and summarise key commercial terms of all contract documents received for tendering purposes to assist with financial planning and the tender submission. To seek clarification from clients on any aspect of the tendering process or documents.
4. To prepare/input tender models/business plans in accordance with both the contract and output specification requirements.
5. To liaise closely with the Senior Management Team (SMT) and Senior Operations Team (SOT) throughout the tendering process and especially with the handover procedures after contract award and to plan and coordinate the input from members of the SMT and SOT on specific tendering requirements/analysis.
6. To liaise with the SMT on potential capital schemes and prepare all capital requests using agreed format.
7. To assist the CEO with contractual negotiations and presentations to local authorities as part of the tender submission process
8. Assist with the preparation of all presentations for Board meetings to sign off tender bids.
9. To undertake financial analysis/appraisals of the tender financial models to ensure they are accurate, realistic and particularly comparisons between tender business plans forecasts and actual contract financial performance.
10. To assist the SMT in maintaining the business planning model ensuring its integrity and accuracy and to recommend changes as and when required.
11. To carry out sensitivity analysis on future tenders and to analyse tender bids against actual performance ensuring lessons learnt are recorded for future consideration and adherence.
12. To project manage the implementation and mobilisation plan for successful bids.

## **Key Objective 3 – Market Research**

1. Carry out market research/competition analysis for any proposed tenders.
2. To keep abreast of all relevant central and local government legislation and to maintain a database of all relevant policies, initiatives and legislation.
3. To maintain a database of competitor contracts and any intelligence that will assist with future tenders.
4. To visit competitor leisure facilities and produce reports on findings on their strengths and weaknesses.
5. To create and manage the company's 'corporate' web site ensuring that it is up to date and producing articles/newsworthy stories.

### Person Specification

Qualification (s)	<ul style="list-style-type: none"> <li>● Good standard of education with recognised higher-level qualification.</li> <li>● Suitable project management qualification.</li> <li>● Recognised Management Qualification - minimum level 5 or equivalent professional management qualification such as ILM or CMS/DMS.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>● Leisure management/operations background.</li> <li>● Track record of drafting and producing business cases and bid documentation for new business opportunities.</li> <li>● Successful implementation of change projects.</li> <li>● Drafting and implementation of business plans.</li> <li>● Conducted successful market research programmes</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>● Knowledge of appropriate tender procedures and bid application processes.</li> <li>● Understanding of leisure sector and leisure management operations.</li> <li>● Knowledge of funding streams and suitable funding strategies for business development opportunities.</li> <li>● Legal knowledge relating to acquisitions and transfers of undertakings to include pensions regulations.</li> </ul>
Skills	<ul style="list-style-type: none"> <li>● Proven ability to effectively lead, manage, motivate and develop project teams and build effective relationships with new clients.</li> <li>● Responds positively to change and helps others to manage the impact of change.</li> <li>● Effective and articulate communication skills.</li> <li>● Effective consultation and negotiation skills.</li> <li>● Ability to innovate and find creative and practical solutions to complex problems and to exploit new opportunities.</li> <li>● Ability to work to deadlines and deliver results where required.</li> <li>● Can demonstrate the understanding and awareness of balancing the needs and requirements of different user groups.</li> <li>● Dynamic individual results driven attitude and approach.</li> <li>● Determination to succeed, enthusiasm and commitment.</li> </ul>
Personal qualities	<ul style="list-style-type: none"> <li>● Ability to work unsociable hours where required.</li> <li>● Maintain commitment and stable performance under pressure.</li> <li>● Able to travel freely throughout the county and beyond as required.</li> </ul>