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| Job Title: | Sales and Bid Manager |
| Reports to: | Managing Director |
| Hours & Location: | 37.5 hours per week |

Job Description:

What we expect from this role:

You will work as part of the senior team and directly help the business grow by pursuing and converting new and repeat sales opportunities into successful contracts. The role is central to driving business growth.

You will use your expertise in sales to identify and help establish new client relationships, leading bid writing and proactively managing tenders/frameworks to identify, source and respond to project opportunities, as well as client requests for proposals. This includes managing the full bid lifecycle, from opportunity identification to submission, while building strong relationships with framework managers and key stakeholders.

You will develop successful relationships with the Consult senior team, the Group’s business development director, marketing manager, key clients and framework managers.

What you will be required to do:

SHOW Leadership: We thrive on delighting our customers and helping each other reach our full potential. Your responsibility is to:

- Build and maintain relationships with key clients, framework managers and procurement contacts.
- Build and maintain relationships with internal Consult and GBP senior team members.
- Develop and review an annual sales plan and bid strategy:
 - Track and report on bid outcomes, success rates, and pipeline development.
 - Proactively analyse and monitor bid portals, frameworks, client and competitor activity and websites, etc. to gain pipeline, market and competitor intelligence to inform sales and bid strategy and activity.

SUPPORT Market Marketing: We want to be leaders in our chosen markets and be the ‘go to’ consultancy for our clients. Your responsibility is to:

- Proactively search for and identify relevant tender opportunities via portals and frameworks, at prior information notice (PIN’) stage.
- Register and manage the company’s profile on tender platforms and frameworks.
- Proactively seek new frameworks to join.

- Managing all data information requests and returns related to tender and frameworks.
- Ensure portal and framework accounts are “live” and maintained up to date.
- Attend conferences for sales purposes, as required.

DELIVER Operational Excellence: To remain current, we must deliver excellence and build on excellence. Your responsibility is to manage and deliver the end-to-end sales / bid / proposal process, including bid/no-bid decisions, collaborating, writing, editing and submitting bids/proposals. Day-to-day tasks include:

- Qualifying opportunities and recommending to the senior management team a bid/no bid decision.
- Researching the client’s needs, assessing and addressing the technical and commercial risks relating to the bid, and working with key members of the team to develop a successful bid and commercial strategy.
- Providing negotiation support with the provision of services with specialist suppliers and/or subcontractors (where relevant).
- Planning and writing the sales / bid response.
- Managing the sales / bid process and timeframes including organising and facilitating deadlines, meetings and workshops to aid the smooth running of the process and, for larger / more complex sales opportunities / bids, managing the time and contributions of consulting team colleagues and other partners identified to support the bid.
- Leading (or supporting) bid presentations to the prospective client.
- Developing and maintaining a sales / bid library of standard responses and supporting documents.
- Ensure compliance with all tender requirements and deadlines.
- If a sales pitch / bid is successful, brief the team responsible for delivering the project work and provide an effective hand-over.
- Manage the procurement email address and correspondence.

PURSUE Healthy Financial Returns: We have an ambitious programme to grow our business and create new opportunities for the team. Your responsibility is two-fold and is to:

- Develop a pipeline of new client / tendered project activity (your primary focus for which you will have an annual sales target).
- Support the Consult senior team in converting opportunities that they are leading on, particularly with existing clients, and to develop a pipeline of new client / project activity.

LIVE Our Values and Ethos: We are proud of who we are, the way we behave and what we are aspiring to be. The Compass below captures the essence of our business ethos – setting standards, delivering results for clients, developing self and others – and the core management behaviours and values we strive to demonstrate. Your responsibility is to:

- Understand the importance of this ethos and these values to our business culture and promote them in your day-to-day interaction with customers, suppliers and fellow staff.



Key Internal & External Clients:

- Members of the Senior Consultancy Team
- GBP Director of Business Development
- GBP Marketing Manager
- Framework Managers
- Wider Consult and GBP team
- Key clients in NHS Trusts, Councils and Commissioning Organisations

What you will need to bring to this role:

Experience / Education:

Essential

- 5+ years of sales and bid management experience, including proven experience in bid writing and tender management, preferably obtained within a management consultancy or professional services environment, and applied in the public sector.
- A Degree or equivalent professional qualification in a management discipline (preferably in business, marketing, communications, or public relations), or at least 5 years of operational management experience in one of these fields.
- Strong understanding of public sector procurement and frameworks.
- Excellent written and verbal communication skills.
- Strong project management and organisational skills.
- Ability to work independently and manage multiple deadlines.
- Experience of working in multi-disciplinary teams and ability to manage resources across teams.
- Experience of working with clients at senior management level.

Desirable

- Knowledge of the structure, practices and workings of the NHS, social care and local government sectors
- APMP or similar bid management certification.
- Proficiency in using CRMs.

Skills / Attributes**People:**

- Proven ability to work effectively in a team.
- Proactive, high energy, self-motivation, and an ability to quickly adapt to the demands of our marketplace.

Business Development / Communication & Engagement:

- Experience of account plan management.
- Excellent verbal and written communication skills.
- Confident speaker, presenter and participant in client and team meetings.
- Demonstrated ability to use social media tools to promote GBP's work and constructively engage with existing and prospective clients and staff.

Efficient & Effective Project Management:

- Inquisitive approach to bid project management and problem solving.
- Proven ability to manage bid / sales projects to time, quality and budget.
- Proven ability to manage several concurrent bid projects and team resources.

Technical:

- Strong computer skills with advanced proficiency in the use of Microsoft Office applications particularly, Excel, PowerPoint, Word and Project Management.
- Proven ability of using Tender portals (essential) and CRM applications (desirable).

Other Considerations: (i.e., required to travel)

A lot of our activity can be delivered remotely, and home-based working is normal practice. However, based on the nature of the work you are assigned to, and the location of our clients, the incumbent may be required to:

- Undertake regular weekly travel, both locally and nationally.
- Reside in hotels for one or more nights on a regular (possibly weekly) basis.
- Own / drive a car.
- Be based in more than one venue and work from home as required.