



Business Development Manager

Job Description

August 2023

We're Hiring

Organisation: inFocus Consulting Ltd

Job Title: Business Development Manager

Reports to: Head of Business Development

Location: Home-based working, with occasional travel to High Wycombe (UK) office.

About Us



inFocus is a social impact consultancy firm, based in the UK and Spain but working globally in the international development arena. We support clients to improve both individual and organizational performance, by effectively planning for, measuring, evaluating and sustainably growing the impact of their work.

We specialise in strategy development, monitoring and evaluation and knowledge sharing and dissemination. Our international specialist team are committed to supporting a global portfolio of clients to increase the positive impact of their activities upon the lives of people and communities around the world, whether they are non-profits, governmental or for-profit entities.

Our mission is to ensure that individuals, organisations, and communities are effectively empowered by sustainable and transformational solutions to resolve long-term and complex social issues. We support organisations in understanding the impact they hope to achieve and subsequently develop the right skills, capacities, and insights to move forwards. We ensure that solutions are 'generated by' and 'actively participated in' by all vested stakeholders and then implemented in the most efficient and effective ways, making full use of the latest advances, and understanding in both social and information technologies, along with their practical 'in the field' application.

To do this, we have a pool of highly skilled Staff and Associates based around the world, who are trained in our integrated service approach and are subject matter experts in sport for sustainable development and peace, children's rights, child protection and women and girl's rights, equality, and empowerment, as well as a range of other development themes. We apply a combination of training, consultancy, and coaching solutions, designed to suit the varied contexts and challenges faced by our clients.

The Role

Position description

The Business Development Manager will help to drive the bidding processes (responding to tenders for new commissions) and will often be the primary client relationship contact during the proposal development process. You will be responsible for coordinating the search for new tender opportunities and work with the internal team to create strong, competitive proposals. Moreover, the role will involve contributing to the marketing strategy and strategic direction and development of the company as we grow and evolve in the consultancy sector.

Responsibilities include, but are not limited to, the following areas:

Prospecting

- ▶ New opportunity research coordination (existing clients via Project Managers and new client prospecting) and pipeline development and maintenance against targets.
- ▶ Coordinating the bid research team to search and review new opportunities generated through tender subscription sites and other sources.
- ▶ Oversight and keeping up to date the Customer Relationship Management (CRM) tool.

Bidding

- ▶ New client engagement during the bidding/ prospecting stage including communicating with prospects (e.g., prompting questions which will support the development of a bid proposal), as well as product/ service development and negotiation.
- ▶ Proposal writing and development of first draft proposals, ready for review by bid finisher team.
- ▶ Includes coordinating the bidding inputs from Project Managers and other team members across inFocus, then subsequently reviewing and fine tuning these inputs.

Digital Marketing

- ▶ Social media, blog and digital marketing campaign calendar planning, along with coordination of content development across the delivery team.
- ▶ Ensuring the Digital Marketing team deploy and post campaigns according to calendar.
- ▶ Coordination and development of client case studies and online project map.

Strategy/Capacity Development

- ▶ Execution of the business development strategy in conjunction with other members of the business development team.
- ▶ Maintenance and ongoing support of bidding and prospecting tools, including maintenance of the bidding content bank for re-use in future bidding processes.
- ▶ Staff training on processes and quality standards across the organisation.

Other specific day to day duties to support (but not solely responsible for) will include:

- ▶ New bid planning and the coordination and assembly of relevant and experienced members of the team/ appropriate Associates for each prospective proposal.
- ▶ Supporting final stages of bid submission with other members of the business development team.
- ▶ Support the Client Engagement Lead with targeted prospect/ lead outreach and engagement, including follow up/ re-engagement of lapsed clients.
- ▶ Support the setup and attendance at the weekly Marketing and Sales meetings with the internal Business Development team.
- ▶ Support business development progress reporting and forecasting (Monthly) to senior management team.

This job description is current at the date of issue. As and when the work of inFocus develops or changes so the areas of responsibility may be subject to change, and the job description reviewed. Such changes would in the first instance be made in consultation with the post holder.

Personal Specification

Essential requirements

- ▶ Candidates must have at least three to five years of experience working in the professional services/consulting sector providing services to the social development/non-profit sector (national or international).
- ▶ Candidates must also have at least two years' experience in a business development capacity/bid and proposal writing. This could be either as a freelance consultant or as a part of consulting agency.
- ▶ Candidates must also have at least two years' experience, and an up to date working knowledge and understanding, of monitoring, evaluation and learning (MEL) practices appropriate to the development sector.
- ▶ Good working knowledge of Business Development processes and best practices within a consulting context.
- ▶ Excellent writing skills and communication and interpersonal skills, including the ability to listen and effectively verbalise ideas.
- ▶ Strong leadership skills to guide, support and motivate staff.
- ▶ Solid ethics and morals and sound judgement.

- ▶ The ability to remain calm in stressful situations and deal well with conflict.
- ▶ Excellent organisational skills and is adept at organising in both an office based and remote working environment.

Desirable requirements

- ▶ A higher national diploma or a bachelor's degree in a relevant international development or public policy development field OR in Business Development, Business Management, Marketing and Sales, or a related field. However, we will also consider candidates who have gained relevant experience and knowledge through an apprenticeship/work experience and have worked their way up.
- ▶ Knowledge of relevant computer systems and software programmes to support Business Development and marketing functions.

The Specifics

Working hours

Full time role (40 hours per week). This position is offered on a full-time basis, we offer flexible working conditions and preferably would like the candidate to work within the hours of 08:00–18:00 across the working week, Monday to Friday (although this is negotiable for the right person).

Salary, pension & benefits

The salary for the role is **£40–44k per annum** (according to experience). We also offer a UK company pension scheme and provide an ongoing programme of professional development to all staff members.

Annual leave

inFocus offer 25 days' annual leave per annum, in line with the financial year June to July. This does not include UK bank holidays.

Application timelines & interviews

We hope to appoint someone for an immediate start.

Application & Interview Process	Dates
Application for role	We have a rolling deadline for applications so applicants are encouraged to apply before the deadline. However, we will close to any new applications on Friday 8th September .
1st round Interviews (remote)	19th and 20th September
2nd round Interviews (remote)	TBD, and if required

How to apply

Please send your CV/Resume and a Cover Letter addressing the Personal Specification profile and the value you can bring to inFocus Consulting Ltd to **office@impactinfocus.com** by **Friday 8th September @ 17:00 BST**. However, applications will be reviewed on a rolling basis if submitted ahead of deadline.