

Job Description:
Senior Business Development Manager – Government

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| Function:  | Business Development – Government  |
| Job:  |  Senior Business Development Manager |
| Position:  | Senior Business Development Manager |
| Job holder: | XXXX |
| Date (in job since): | XXXX |
| Immediate manager (N+1 Job title and name): | Sales Director  |
| Additional reporting line to: | Justice BDD |
| Position location: | TBC *(or home location, where T&Cs apply to certain individuals)* |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| * To contribute to the Government segment’s Sales Strategy by leading on complex, high-value new development and retention opportunities in the Defence and Government markets.
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| 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. |
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| UK&I Government Sales volumes/targets(average per year) | Organic Growth Rate: | 7% | Target Retention Volumes | £36m | Average annual retention SDBM  | £15m |
| New Development Volumes: | £90m | Average annual new development SDBM  | £25m |

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| Characteristics  | * Contribute to the expectations of the segment growth strategy; income targets for each fiscal year. This will be discussed year on year with you
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| 3. Org Chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
| Director – Business DevelopmentSenior BDM Business Development Manager  |

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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| * The mission for the segment is to focus on large long-term opportunities that showcase the specific expertise of Sodexo and that are accretive to Group margin.
* Retention and conversion of large-scale projects in Defence and Government Agencies is central to the achievement of this mission in UK&I.
* Winning and/or retaining government business must be achieved at an acceptable level of profitability and on commercial/legal terms that meet Sodexo’s Right Client Right Terms principles
* Differentiating our proposals and solutions from those of our competitors, demonstrating the added value that we provide our clients
* Adherence to the 2.3 Sales Process and internal governance procedures
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Lead and direct complex, high value New Development and Retention opportunities in the Defence and Government Agencies sub-markets
* Develop and manage a long-term and sustainable sales pipeline
* Contribute to the overall Sales and Go To Market strategy for the UK&I Government segment
* Develop and deploy Account Plans for our ‘Must Win’ Accounts within Defence and Government Agencies
* Co-ordinate and manage the relationship with commercial, Service Operations and other functions to ensure the best outcomes are delivered against the client’s specification.
* Work with internal and external partners on solution design to effectively address and convey technical elements of bid responses.
* Lead client-facing discussions and negotiations for complex opportunities, testing our proposed solutions, incorporating learning and feedback into live opportunities
* Lead/oversee/coordinate/coach sales team members, workstreams and partners through the entire bid lifecycle including developing successful bid strategies and detailed operational solutions to ensure excellent outcomes and ultimately, win the contracts.
* Oversee competitive analysis, building extensive knowledge of competitors and their strategies and maintain knowledge of the market, customer trends and issues and associated solutions
* Direct line management responsibility for some members of the Business Development team; provide clear direction through objective setting; provide coaching and support to optimise the learning needs of the team in line with growth targets
* Coach and support activities to win large competitive procurements through developing differentiated solutions and competitive pricing
* Engage with Marketing to contribute to consumer and market insights; and the development of associated services and offers
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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Retention and conversion of all assigned ‘Must Win’ opportunities within the Sales Pipeline
* Achievement of allocated Sales Quota and targets
* A sustained and strong Defence and Agencies sales pipeline aligned to Go To Market strategy and sales targets
* Improvement in segment hit rate through coaching and support provided to sales team
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * An experienced Business Development Manager/Director with demonstrable experience of working with public sector and/or senior government influencers.
* Extensive experience in successfully running the end to end bid lifecycle on complex opportunities including effectively incorporating bid governance and processes, as well as developing and implementing bid strategy
* Track record in sales execution in Defence or similar client-base, with a firm understanding of tools and processes associated with developing sales and account management strategies and plans
* Commercial understanding within an operational and business development context
* Exceptional analytical and communication skills to include executive level business briefings
* Commercial judgment and financial literacy as well as proven negotiation skills.
* Ability to lead and co-ordinate the activity of others in achieving end goal
* High level of commitment and initiative to ensure winning submissions, and in developing relationships with others; networking and creation of new relationships, optimising existing
* Maximise specialisms to the benefit of the business through working with others, building their capacity and skillset in your area of expertise
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Growth, Client & Customer Satisfaction / Quality of Services provided
 | * Relationship Management / Networking
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| * Rigorous management of results
 | * Innovation and Change
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| * Brand Notoriety / Awareness
 | * Business Consulting
 |
| * Commercial Awareness
 | * Operational Oversight
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| * Research & Analysis
 | * Accountability & Ownership of results
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| * Commitment to Personal Development
 | * Clients for Life – commitment/appliance
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8a) Sales Specific Competencies:-

* **SALES ACUMEN:** Application of knowledge and Sodexo sales processes leading to successful sales
* **CLIENT SECTOR ACUMEN:** Application of industry knowledge and digital capability
* **DRIVE TO PROFITABLE WIN:** Focus and strategies to achieve profitable sales
* **TRUSTED CLIENT STRATEGIC PARTNER:** Establish and maintain client relationships to the degree of a trusted adviser
* **SOLUTIONS ARCHITECT:** Create winning, commercially viable bid solutions
* **COMMERCIAL ACUMEN:** Ensure development of sound business and financial deals
* **STRATEGIC THINKING:** Shape, articulate and implement winning sales strategy
* **PROJECT MANAGEMENT:** Use project management skills for bid governance

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| 9. Management Approval – To be completed by document owner |
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| Version | 2 | Date | May 2021 |
| Document Owner | Steve Meredith |

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