

Job Description:
Business Development Manager – Government

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| Function:  | Business Development – Government  |
| Job:  |  Business Development Manager |
| Position:  | Business Development Manager – Social Value |
| Job holder: | XXXX |
| Date (in job since): | XXXX |
| Immediate manager (N+1 Job title and name): | Justice BDD |
| Additional reporting line to: |  |
| 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 own client relationships and lead selling / negotiation activity for their designated accounts and opportunities; accountable for the growth and retention of these accounts.
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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. |
| Segment Revenue FY20: | €538m | UK&I Government Sales volumes/targets(average per year) | Organic Growth Rate: | 7% | Target Retention Volumes | £36m | Average annual retention per BDM  | £7m |
| New Development Volumes: | £90m | Average annual new development per BDM:  | £18m |
|  | *All volumes and targets above from FY22-FY25 Segment Strategic Plan* |
| 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 DevelopmentJustice BDDBusiness Development Manager - SV |

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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. |
| * A focal point for all sales and business development proposals relating to Social Value, Sustainability and other CSR initiatives, establishing Sodexo UK&I as the leading B2G provider in delivering Social Value
* Demonstrating concrete Social Value and sustainability initiatives specific to each sales opportunity
* Differentiating our proposals and solutions from those of our competitors, demonstrating the added value that we provide our clients
* Building and maintaining client/partner relationships before and during the procurement process
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Understand the sales pipeline of work to proactively develop social value and sustainability proposals using community and client research/insight for bids
* Lead on the solutioning of social value and other CSR elements for all segment sales opportunities
* Lead allocated bids for new business, retention or cross-selling opportunities
* 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.
* Successfully analyse bid questions and structure responses to maximise scores against client evaluation criteria
* Ensure all bid and client deliverables fully meet with client deadlines, client specifications/requirements, compliance criteria, best practice, procedures and governance
* Participate in sales meetings and workshops with clients to present our social value solutions and to ensure we develop social value plans that meet their strategic aims for the contract
* Partner and create relationships with local organisations who know their communities well so we can co-create social value plans for specific sales opportunities in our pipeline
* Identify, develop and maintain relationships, aligned to our sales pipeline and strategy, working closely with external partners and stakeholders e.g. colleges, VCSEs, community organisations, employment and skills agencies, local authorities etc
* Identify key strategic networking opportunities and playing an active role in attending/presenting to ensure we are demonstrating we are market leaders
* Work with Social Value and CSR colleagues within the company to support with knowledge transfer and developing experience.
* Work with the marketing and communications team to produce case studies to promote social value and CSR activities externally
* Forecast and understand Government Policy and changes, including impact on Sodexo.
* Competitor analysis and threat assessment in relation to Social Value and Sustainability
* Report on opportunities to internal Governance Boards as appropriate.
* Share lessons learnt and enable continuous improvement.
* Support the development of wider sales strategy work.
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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. |
| * Attain high quality scores for our Social Value, Sustainability and other CSR bid proposals
* Achieve a hit rate of at least 50% for ‘Must Win’ opportunities; and at least 33% for other opportunities
* Develop a network of relationships with partner organisations for the provision of Social Value solutions
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * Excellent communication skills, with the ability to influence and inspire
* Consistent record of building strong and effective working relationships, with the ability to influence and engage stakeholders at all levels both internally and externally
* Excellent written skills, ability to respond to PQQs/tenders and present data in reports
* Experience working with Government (central and/or local) stakeholders and with policymakers
* Innovative with the ability to generate and implement new ideas
* Ability to manage and motivate multi-disciplinary, virtual and diverse teams
* Proficient at analysing bid questions and structuring and writing responses to maximise scores against evaluation criteria
* Understanding of government procurement processes and structures
* Commercial understanding within an operational and business development context
* A strong quality orientation and commitment to continuous improvement
* A clear and strategic thinker, able to offer new and innovative solutions
* Ability to work to intense deadlines, under pressure and excellent at multitasking.
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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 | 1 | Date | July 2021  |
| Document Owner | Steve Meredith |

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