



Business Development Manager

Permanent role

Deadline for applications: 4 March 2022

Contact information:

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Key information

Role title: Business Development Manager

Salary: Circa £37,000 pa plus a 7% employer pension contribution. Annual holiday entitlement is 38 days (including the usual public holidays).

Location: Our office location is in central London although our staff are dispersed across the UK. A full-time role is 35 hours a week, we are fully equipped to support home working and are happy to talk flexible and part-time working.

Contract: Permanent

Hours: 35 hours per week (happy to talk flexible working)

Start Date: ASAP

Closing Date: 4 March 2022

How to apply

To apply, please visit our website and download an application form.

<https://traverse.ltd/careers/vacancies>

Please return to - recruit@traverse.ltd

Please also complete and return the Equality and Diversity Monitoring Form via our online platform Magpie, when you submit your application:

<https://magpielanding.traverse.org.uk/surveys/TraverseEquality>

About Traverse

Our vision is for an inclusive society, which delivers better outcomes for all.

We are a social-purpose consultancy that supports better decision-making through the power of inclusion. We do this by providing evidence, insight, and strategic advice through our research, evaluation, engagement, and consultation services.

We care about what we do, and what happens next. We strive to live the following values in how we work with others, and how we work together as a team:

Inclusive: we create space to include everyone's voices

Curious: we listen, investigate, and search for insight

Compassionate: we prioritise empathy and understanding

Independent: we provide an independent perspective to challenge assumptions

To maximise our social impact, we ask ourselves two questions when deciding where to focus our energy:

1. What are the big issues transforming society?
2. Where can we make the most difference, using our skills and experience?

The issues we're facing:

Inequality is an urgent reality of our society. We think that inclusive, person-centred practices that effect real change are needed, particularly in the health and care system where radical change is happening already.

Climate change and the transformation to net zero mean huge changes to our infrastructure, our utility systems, the places we live and the way we live our lives. We believe this transformation needs to be based on evidence and dialogue, to ensure collaborative solutions.

Digital innovation is transforming the way services are delivered and the way people interact with each other. We think that maximising the benefits of digital innovation for all means understanding the impacts across society.

As **populations change**, age, and move, we are faced with new challenges to meet the unmet aspirations of the population. Whether that's funding social care, distributing the costs of climate change, or financing social impact, this challenge must be met.

Why join us?

Have a stake in making an impact.

We are a highly successful and well-regarded employee-owned research and consultancy organisation which champions the delivery of social impact.

We're passionate about making a difference and this motivates us to deliver high quality services and outcomes for our clients.

All our staff, whether involved in direct delivery, operational support, research or part of our casual workforce, contribute to the work we do.

From your first day you'll be involved as more than just an employee and will have opportunities to shape the organisation.

Our benefits

<h3>Our employee benefits</h3>		 <p>Be an employee-owner, eligible for an annual profit share bonus</p>	 <p>Enjoy 30 days of holiday (on top of bank holidays)</p>
		 <p>Secure your future with our great pension and free pension advice</p>	 <p>Work flexibly – part-time, at home, or to a different schedule</p>
 <p>Sort your commute with a bicycle on our cycle-to-work scheme, or your train ticket on our season ticket loan</p>	 <p>Support Working from Home with a monthly Work from Home Allowance</p>	 <p>We help you grow by providing a range of learning and development opportunities</p>	 <p>Rest easy with our Group Life Assurance package - paying up to 3x annual salary in the event of death in service</p>
 <p>Support your new family with enhanced maternity, paternity and adoption pay</p>	 <p>Stay healthy with free fruit, eye test and annual flu-jab</p>	 <p>Seek support when you need it using our confidential employee assistance and bereavement support call-lines</p>	 <p>Feel well looked after with support from our wellbeing team and internal mental health first aiders</p>

Job Description: BD Manager

About the role?

We are looking for a highly proactive, thoughtful, and creative business development manager to work closely with our senior leaders to help drive new business opportunities through our key market sectors, including:

- Environment & future energy
- Health & social care
- Infrastructure
- Local and central government
- Utilities
- Voluntary & charity

You will have responsibility for maintaining the sales pipeline and helping sector leaders to generate new business leads, manage client relationships and key accounts, support proposal and pitch development, and other business development activities.

Summary of the role

Working closely with senior colleagues, to drive the delivery of Traverse's business development strategy.

Internal relationships: Reports to the Director responsible for BD and Marketing (interim), close working with Associate Directors and Senior Consultants, Marketing and Communications Manager, CEO, and Directors

Direct reports: Bid Coordinator/Adminstrative Assistant

External relationships: Clients, partner, procurement teams

Location/Environment:

Our office location is in central London although our staff are dispersed across the UK. Our full-time roles are 35 hours a week, we are fully equipped to support home working and are happy to consider part-time/flexible working.

You will be required to travel to meetings and events around the UK

What does the role involve?

Working closely with senior colleagues, to develop and deliver Traverse's business development strategy to generate new business leads and opportunities and drive sales across our key market sectors.

This will involve managing all aspects of the business development process, including pipeline management and lead identification, key account management, proposal and pitch support. The business development manager will support colleagues to understand and keep abreast of key trends and drivers in our relevant sectors.

- Shape the business development strategy and annual plans and calendar of activity, based on Traverse's business plans.
- Lead on managing the opportunities pipeline and tracking progress through the stages.
- Work with sector leads to identify client contacts and facilitate meetings
- Report and monitor Business Development performance, including providing work winning reports against targets, win/loss reports and competitor analysis, and client feedback.
- Monitor market trends across our key sectors, including: central and local government, Health and Social Care, Voluntary and Community Sector, Utilities, Infrastructure, Environment and Future Energy and other relevant sectors.
- Work closely with the tenders support team to ensure appropriate procedures for identifying advertised tenders for services are maintained and responding to all relevant opportunities.
- Supporting the pre-and post-tender submission processes with presentation materials, formal and informal Q&A responses and draft and support implementation plans.
- Work closely with the Marketing and Communications Manager to create and leverage profile raising opportunities to generate new business.

General duties and responsibilities as an employee

- Demonstrate knowledge and awareness of all responsibilities in relation to maintaining confidentiality with both written and oral communication
- Actively conform to the legislative and procedural requirements in relation to the collection, management, storage and destruction of data
- Follow the requirements of our Quality Standards and meet the requirements of all our ISO standards

Person specification

Requirements	Essential	Desirable
Experience	<p>Experience of leading, developing and implementing successful business development strategies.</p> <p>Experience working with senior colleagues and guiding their use of BD best practice</p> <p>Experience of key account management and pursuits and proposal development</p> <p>Experience or understanding of the tender/bid process and working with Frameworks.</p> <p>Experience of using CRM tools</p>	<p>Experience of working with fee-earning professionals at all levels in a consultancy, agency, or similar environment.</p> <p>Experience of working in a social research or public engagement organisation</p>
Skills and aptitudes	<p>Good knowledge of BD strategy, in particular:</p> <ul style="list-style-type: none"> - Pipeline Management using CRM system - Strategic analysis of data and information to provide relevant insights for senior managers on sales effectiveness. - Confident networking and engaging with clients and other key stakeholders - Able to produce high quality written materials targeting different audiences and using multiple communication channels. - Strong Microsoft Office skills: Word, Excel, Powerpoint 	<p>Experience delivering sales training and coaching</p> <p>Knowledge of procurement processes in Traverse' sectors e.g. Utilities, Health, Public Sector</p> <p>Effective approaches to and use of social media platforms e.g. Twitter, LinkedIn etc.</p>
Interests	<p>Working in an employee-owned company</p> <p>Social impact and inclusive practice</p>	<p>Public policy</p> <p>Advisory services</p>

Requirements	Essential	Desirable
Personal qualities required	<p>Able to act on own initiative.</p> <p>Self-motivated and good at managing time and workload in a fast-paced environment.</p> <p>Very strong customer focus; excellent customer service and client awareness.</p> <p>Able to work collaboratively with colleagues and to support their development.</p> <p>Excellent interpersonal skills including empathy, sensitivity, tact and diplomacy</p> <p>Challenges all forms of discrimination and inequality.</p>	
Circumstances	<p>Attendance at members meetings and events may require travel to the Traverse office in London</p> <p>Some evening and weekend work may be required for Business Development events and networking</p>	

Our commitment to diversity and inclusion

Traverse is committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in research and we're committed to doing what we can to correct this.

We are particularly keen to receive applications from Black, Asian and minority ethnic people; Disabled people; people who identify as being LGBTQIA; people who have a long-term illness or mental health condition; and people who identify as working class or have done so in the past.

During the application process we commit to:

- Paying for childcare whilst you're at Traverse interviews where these take place in person. Paying for your travel costs to the office and back for interviews.
- Making any reasonable adjustments – for example ensuring we have BSL interpreters organised in advance if you'd like them.
- Providing this document in a Word document format readily available to download.
- Offering a guaranteed first stage interview with Disabled candidates who meet the minimum requirements for the role.



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